'LIFE IS BETTER AFTER 30'—Lilli Palmer

MLP

TV GUIDE®

What Maxie Sees In Her Uncle Miltie

15¢

COMPLETE LOCAL PROGRAM LISTINGS
Week of September 4-10

Back To School With Mr. Peepers

Jack Weaver

as we see it

Chaplain Louis King of Chicago's Bridewell Prison tossed a neat word salad recently when he addressed the Moody Bible Institute. Speaking of our favorite subject, television, the good chaplain asserted that programs "cause a fever of the mind, tuberculosis of the heart and cancer of the soul . . . and are more dangerous to youth than the atomic bomb."

This rather complete diagnosis puts Chaplain King one up on the orthodontist who alleged that TV might be responsible for dental malocclusion among children who cradle their jaws in their hands while watching shows. It also puts him ahead of the osteopath who worried about TV keeping children indoors and paving the way for "bad body mechanics." All things considered, the chaplain is this year's champion in the art of "How to hate television and get your name in the papers."

Since he speaks of fever, tuberculosis and cancer, the Chaplain might be accused of practicing medicine on the body of television without a license. His references to the atomic bomb could be classed as revealing military secrets. But we'll not pursue those matters.

It should not be necessary to list for Chaplain King's benefit the noted clergymen who have enlisted the intimacy and effectiveness of television to carry their religious messages to millions of homes. Nor should we be prompted by his vitriol to explain what a mind-stimulating, heart-warming, soul-stirring gift television has been not only to the masses of American people, but to shut-ins and the aged.

With all of its faults, and there are plenty of them, television doesn't deserve to be the victim of every strange theorist with access to the public's ear.—*M. P.*

contents

TV GUIDE

SEPTEMBER 4, 1953
Vol. 1, No. 23

COMPLETE PROGRAMS

Week of September 4-10 —— **See Index Facing Page 12**

TELETYPE
New York 3
Hollywood 4

ARTICLES
Back To School With Mr. Peepers 5
Maxie: Life Of A Female Stooge..... 8
Viewers, Too, Can Be Violent.....12
Do Youngsters Have The Answers?....15
There's No Accounting For TV Tastes 20

PICTURE STORY
How They Become 'Glamor Girls'.....10

CLOSE-UP
Lilli Palmer 17

REVIEWS
Mirror Theater 13
Medallion Theater 14

SPORTS
Red Smith Reports 23

WOMEN IN TV
Edith Head's Fashions 22

COLUMNS
Fine Tuning 7

Walter H. Annenberg, *Editor and Publisher*

TV GUIDE is published weekly by Triangle Publications, Inc., 333 South Broad Street, Philadelphia 7, Pa. Kingsley 6-0807. Entered as second class matter at the Post Office at Philadelphia, Pa. Subscription Rates: in the United States 1 year $5.00, 2 years $8.00, 3 years $11.00, single copy 15c; in Canada 1 year $6.00, 2 years $10.00, 3 years $14.00; in Pan-American Countries 1 year $7.00, 2 years $12.00, 3 years $17.00; in other Foreign Countries 1 year $8.00, 2 years $14.00, 3 years $20.00. Copyright 1953 by Triangle Publications, Inc.

TV Teletype*

NEW YORK Bob Stahl reports:

GEORGE JESSEL may be competing for the "most shows" title this fall. Besides his own Georgie Jessel Show, he's definitely committed now to emcee the new Comeback program and is also considering another weekly series in which he would team with PAUL WHITEMAN to showcase new talent.

* * *

First Trendex survey undertaken since ARTHUR GODFREY's return to the air shows Talent Scouts and Godfrey and Friends in the top two positions. While GODFREY's various substitutes were filling in for him, those two shows had slipped to fifth and six spots in the National ratings.

* * *

CARMEN MIRANDA and XAVIER CUGAT are discussing a TV program with potential sponsors . . . PETER LAWFORD, now doing a night club act with JUDY HOLLIDAY, may also have his own TV show on the air this fall. JUDY, after breaking the TV ice recently on What's My Line?, is being set for guest appearances on other programs.

* * *

"Tillie, the Toiler," the famed comic strip, may wind up on TV as a situation comedy series, under plans being worked out by the William Morris talent agency . . . PETER LIND HAYES and MARY HEALY hope to be back with their own program soon, but are having trouble finding a new format.

* * *

Pontiac has dropped its option to sponsor Garroway at Large on NBC Monday nights opposite I Love Lucy . . . Audition film on the new MARILYN MAXWELL TV variety show has been completed and is now being submitted for sponsorship . . . New hour-long ABC Album will take a leaf from ED SULLIVAN's book by occasionally featuring a salute to a Tin Pan Alley composer. It is planned to build a drama around the writer's life as a peg on which to hang the tunes.

* * *

Doorway to Danger, now telecast Friday nights on NBC, moves over to ABC in mid-September, where it will be seen until the new RAY BOLGER show starts Oct. 8 . . . ARLENE DAHL, apparently wary of live TV, will confine all her emcee work on the upcoming Pepsi-Cola Theater to film, similar to the appearances of IRENE DUNNE on the original Playhouse of Stars telefilms.

* * *

ROBERTA QUINLAN, one of the earlier TV stars, is planning a TV comeback with her own musical program in the fall . . . JOHN DALY, as new vice-president in charge of news at ABC, has lined up three new programs for an early start.

**Trade-mark registered by Teletype Corporation*

HOLLYWOOD — Dan Jenkins reports:

MARILYN MONROE will guest with EDWARD R. MURROW on one of his first new Person to Person shows, starting on CBS-TV this fall . . . BOB HOPE's 1953-54 schedule now calls for 10 TV shows, a five-a-week daytime radio show, a weekly nighttime radio show, a couple of pictures for Paramount, a number of personal appearance tours and the usual umpteen benefits.

* * *

MICKEY ROONEY's new pilot film for NBC was completed this week . . . DAVID NIVEN's next Four Star Playhouse film co-stars him with BARBARA LAWRENCE . . . MARC DANIELS, who directed I Love Lucy for its first year and I Married Joan for its first year, will direct the new RAY BOLGER film series for ABC.

* * *

NBC is close to a deal with M-G-M involving the use of clips from new pictures on the Colgate Comedy Hour, with stars of the pictures also taking an active part in the TV show itself . . . HOWARD DUFF, ANGELA LANSBURY and FRANCIS L. SULLIVAN have been signed for a Ford Theater film . . . A new batch of 26 Death Valley Days films is now in production at GENE AUTRY's Flying A Productions, STANLEY ANDREWS continuing as the Old Ranger of the series.

* * *

JO STAFFORD and her husband, musical director PAUL WESTON, have two kinescoped pilot shows under consideration at CBS . . . LUCY KNOCH, the Southern-voiced blonde of last year's RED SKELTON show, has been set for a role in M-G-M's Executive Suite . . . JUNE ALLYSON has turned down no less than $10,000 offered her for a guest appearance on the JACKIE GLEASON show . . . NBC has a New York executive here looking over studio facilities with an eye toward their adaptability to color TV.

* * *

GUY MADISON's popularity as TV's WILD BILL HICKOK has paid off with a new Warner Brothers contract for five pictures at $50,000 each . . . And REED HADLEY, star of Racket Squad, gets a role in Allied Artists' House in the Sea with JOAN BENNETT, RICHARD CONTE and WANDA HENDRIX . . . JOHN WAYNE, No. 1 at the movie box office, makes his commercial TV bow Oct. 11 with JIMMY DURANTE on NBC's Comedy Hour.

* * *

DINAH SHORE, vacationing at home and thus fair prey for song pluggers, press agents and newsmen, changed her phone number and has kept it so quiet that even NBC can't reach her . . . The Schlitz Playhouse of Stars goes back into production Sept. 17 at the Goldwyn lot . . . Thursday nights are going to be tough on the viewers this season, what with the new Hollywood-originated Lux Video Theater on CBS directly opposite NBC's Dragnet . . . Bob Hamilton's two new partners in his Hamilton Trio are Helena Seroy and Florence Baum. They'll be with him on Your Show of Shows this fall.

Back to School with Mr. Peepers

HIS OWN STUDENT DAYS MADE WALLY COX A COMIC

IF Dr. Gallup ever sent his pollsters out among the Nation's schoolgoing set, it's a cinch he'd find agreement on at least one matter. That would be that the calendar provides no holiday with grimmer aspects than Labor Day. And the reason is obvious. For shortly thereafter, such items as first-basemen's mitts and fishing poles go out of style as the youngsters develop a mass case of the back-to-school blues.

This year, somehow, the school horizon doesn't seem to be nearly as clouded. If parents find their charges grumbling less than usual as they return to getting educated,

it's probably because their thoughts are dwelling on all the juicy misadventures about to befall the Nation's foremost bumbling schoolteacher, TV's Robinson Peepers, who resumes work like all good teachers early in September.

Mr. Peepers' well-established flair for incompetence has already made him something of a beloved character, though he's been on TV only about 15 months. The major reason: the casting of a life-size Mr. Peepers, Wally Cox, in the lead role.

Schooling Shaped Character

Wally is probably the most nonaggressive man in show business. Searching for an angle on a story about Peepers, feature writers almost invariably end up with the usual idea about the bull's-eye type-casting of Wally in the Peepers part. Almost overlooked is the large part that his own schooling has played in the shaping of the pleasant, offbeat character of Wally himself.

As a youngster, Wally was constantly being transferred from one school to another by his mother, a writer whose job kept her on the move. Wally, an unusually bright student, suffered from this endless switching of schools as it prevented him from developing lasting friendships with any of his schoolmates.

Short on friends, Wally still desperately wanted his classmates to like him. He was afraid he'd be unpopular if he got all the answers in class. He was also afraid not to get good grades. So his creative mind hit upon the idea of couching his answers in humorous terms so that the teacher would mark him correct and the kids would like him for being funny. Wally thus ended up with the twin roles of class genius and class clown. In doing so, he established the famous Cox delivery, a sentence full of pauses that almost invariably pops out with a humorous twist.

Took Aptitude Test

Despite a fine mind, Wally found himself a lost soul back in 1942. He'd been discharged from the Army because of an alarming penchant for collapsing every time he went on a long march. Although he had put in a couple of years at the City College of New York, he decided to take an aptitude test and find where his talents lay. He shelled out 20 dollars at one of those testing clinics. For his money, they told him that he had no creative ability, should absolutely stay out of the creative field and should work with his hands, preferably building miniature furniture.

His first TV kiss: Wally shyly busses Patricia Benoit, his show sweetheart; psychiatrist is curing his real shyness.

Dutifully, Wally enrolled in a handicraft course, bent on becoming a silversmith. In 1946, he set up shop in his cold water flat making cuff links, tiepins and tie clasps with intentions of selling his work to leading Manhattan haberdashers. By following the guidance of the testing clinic, he soon found that his income had soared to $40 a week.

But things weren't all bleak. About this time, another memento from his school days, Actor Marlon Brando, came to New York. Brando brought Wally to Greenwich Village where people were charmed with Wally and his wistful little stories. He was en-

couraged to work up a few monologues and go into show business.

Wally and Marlon, although they went to school together for only a short time, in Evanston, Ill., are now good buddies. After Brando introduced Cox to the "smart set," Wally's talents brought him quick success.

Though Wally's chores as Peepers net him $1500 a week, he still lives in a one-room apartment. He likes to think of his job as making him unemployment proof. But he figures people will tire of him soon enough and then he'll steer his talents toward writing, which he prefers.

His size notwithstanding, Wally is one of those rare birds called the rugged indiyidualist. In addition to acting and writing, he plays several musical instruments, is, like Mr. Peepers, a bird watcher and nature lover, and unlike practically everybody who has made a pile of money, is now building his own house, rock by rock, in Rockland County, N. Y.

Much of Wally's current success can be credited to psychoanalysis. Now 28 years old, he's been under a psychiatrist's care for four years, having most of the uneven spots on his subconscious smoothed over. From a shy individual, Wally is blossoming into, if not an extrovert, then at least a better adjusted individual. As an insider put it:

"Wally was perfectly cast in the part of Peepers. But as he goes further along with his psychiatrist, he becomes less and less of a Peepers. Pretty soon he'll have to act the part, instead of living it."

If there's one rule of thumb governing all of Wally's actions, and this is completely opposite to the Peepers' personality, it's his penchant for doing what he wants to do. Thus he played summer stock this year in *Three Men on a Horse*, though he had never seen a stage as an actor before. It's why he writes weird stories with such typical dialogue as:

Child: Why is all the furniture six inches high?

Mother: Don't criticize your father.

It's entirely possible that Wally will find Mr. Peepers foreign to his nature and abandon the show eventually. And since it would be impossible to find anyone else to fit the part created for Wally, that would be the end of the show. But until that time, school won't seem half as bad as long as school kids can get their vicarious kicks once a week seeing a school-teacher catch his lumps.

FINE TUNING

By OLLIE CRAWFORD

FALL brings return to television viewing. At this season, TV stands for Tired Vacationists.

•

A guy is glad to get back to *Toast of the Town* after being the Burned of the Beach.

•

The tennis enthusiast who has been playing five sets every morning will now settle for one set every night. He spent the whole summer trying to get a clear picture on his portable radio. He couldn't wait to get back and say Howdy to Doody.

•

One fisherman was lucky. He didn't catch any fish, but he missed all the summer panel shows.

•

The fellow who went to Flybite Beach saw more clowns than on *Super Circus*. The *Comedy Hour* stars will have a hard job matching laughs with the guy who puts on girls' beach coats. He had everybody screaming—for the lifeguard.

•

The beach comics are different from the TV comics because they splash salt water instead of seltzer.

•

One fellow drove 3500 miles on his vacation. He'll be back watching TV as soon as they can get his hands off the wheel.

Life of a female stooge

Ruth Gilbert Says:

'It's bigger than both of us!'

SOME years back, Ruthie Gilbert, a very funny girl, who wasn't at all funny then, found she was handicapped by being four feet, ten inches tall. Determined to be an actress, she got herself a job as understudy to a six-year-old boy in *White Oaks*, a play starring Ethel Barrymore. An investigator, however, would not believe that he was a she, and of age. Miss Barrymore settled the question by booming out, "Come on over, Ruthie, and let the man examine you."

Much later, Ruthie met up with another theatrical personality—Milton Berle—and she almost became a national institution. If this sounds like a success story, it is, but Ruthie frets because she is not really known outside the theatrical trade. It's Maxie who is the famous one as far as the public is concerned.

Ruthie plays Maxie, Berle's devoted, lovelorn secretary. As Ruthie, she has become so enamoured of Milton (on stage) and the role she created (on and off stage), she sometimes forgets who she really is. She has adjusted comfortably to her trade-mark, which Fred Allen, a distinctly non-impartial TV viewer, credits for "giving Berle's

show on overall story line where he never had one before."

Maxie has done as much for Berle as Berle has for Maxie. Originally dreamed up as a one or two-shot sight gag, she opened up a whole new avenue for comedy.

The plan was for Milton to yell, "Max," and the viewer waited for a burly, truckdriver-type character. Instead, out trotted 93-pound Ruth. The gag went over so well, that Goodman Ace, who created the Maxie role, wrote Ruth into the script.

For 10 years, Ruth played the part of Dorothy, the neighbor on Goodie's radio show, *Easy Aces*. Since Goodie knew Ruthie so well, it was easy for him to build a credible Maxie. Lavishly throwing praises, Ruthie says, "That's part of his genius—to work the personality of the actor into every role he creates."

Milton and Maxie: shouts of 'don't fight it, Miltie!'

She slid easily into the little girl character who plagues Milton. According to Ace, "her appeal is universal . . . sort of wistful and funny." He cited an example.

Milton: What happened to your old boy friend, Albert?

Maxie: Haven't you heard? We're an atom.

Milton: You mean item.

Maxie: No, atom. We split up.

But Maxie's major appeal is directed at all those women who suffer from unrequited love and all those men who dream of being chased. Ace reeled off another example.

Maxie: I've always wanted to go dancing with you, Milton, at Riceland.

Milton: You mean Roseland.

Maxie: No, Riceland. When we go dancing, it will be at our wedding.

For this, Ruthie calls Milton a dream man. She says, "He feeds me lines the way every comedienne dreams of being fed. Milton plays it straight to me and I, the stooge, get all the laughs.

"Milton does it because it's good for the show. He's just big enough as a person not to hog the limelight."

Such devotion is in character for Maxie, who is overwhelmed by the shouts of "don't fight it, Miltie," that follow her down the street. "I love the attention," she admits, "even though most of it comes from five-year-olds."

With Maxie almost part of her, Ruthie doesn't plan to stop. Other ideas, some normal, some grandiose, include marriage and children. "I was married once (1944-46) and was divorced. My husband (William Challee) was a serious actor who aimed for the legitimate stage. I was in radio, just beginning to do well financially. It couldn't work."

Ruthie also wants her own TV show —comedy. "But I plan on becoming a great dramatic actress. I was born practically on the streets of New York and by the time I was 14, I was studying real drama, at the American Academy of Dramatic Art."

She says the only reason she has done comedy has been because of her size. Her last Broadway appearance was as the shoplifter in *Detective Story*, but she's hoping for a part she "can sink her teeth into—like Ibsen's Nora, of *The Doll House*."

"I don't think you have to be tall to be an actress," she continued. "Helen Hayes is only five feet. Though I will admit, it wasn't until she became Helen Hayes of the theater that she grew up to be a queen."

BEFORE: Harry Babbitt, emcee, names Blanche Young as winner.

HOW THEY BECOME

'Glamor Girls'

POSTURE, GROOMING AND CLOTHES WORK WONDERS IN 24 HOURS

AFTER: Miss Young, radio and television consultant for Indianapolis schools, appears on the show in her new 'glamor;' she gets to keep everything but the fur.

Mary Webb Davis begins the course with explanation of right way to stand, walk.

Wardrobe comes next; the gown must be suited to Miss Young's new personality.

THE new NBC show which is turning studio contestants into "Glamor Girls" on a 24-hour basis has reduced the whole process to a system.

After Harry Babbitt, master of ceremonies of the show and a singing idol of the Thirties, announces the winner, the system goes to work. Mary Webb Davis takes over for the first course in posture—how to stand and sit to make the best appearance.

Typical is this advice: "Stand with the feet two to three inches apart, with one slightly behind the other and turned at a 45 degree angle and the weight on the back foot." This slants the hips so they are seen from a slimming three-quarter view.

With pose and poise established, the next step is the selection of the right wardrobe in color and style, including smart footwear. Then to the salon of Frank and Joseph of Hollywood for an individual hair-do. A careful and personalized make-up and, as they always say on these occasions, *voila!*

The program now is busy convincing several million women that posture, grooming and clothes are the three magic words that, put together, spell *Glamor Girl.*

Hollywood hair stylists decide 'bangs' are just the thing to reshape her face.

One last dab: Blanche gets final touch as she goes on stage for 'glamor' bow.

viewers, too, can be VIOLENT

Television seems to have opened up a whole new field for off-the-screen misadventure. Recent developments uncalled for in the script included these:

An eleven-year-old boy in Portsmouth, O., was so excited by a TV wrestling match that he jumped up and threw a stranglehold on his mother. She suffered a fractured jaw.

A burglar in Oklahoma City threatened to take the family television set unless he was given $100 instead. He was offered $15 cash and $30 in jewelry, but he refused these terms and walked out with the set.

Police in Toronto, Canada, arrested an electrician for tapping onto his neighbor's television antenna.

In Stockton, Cal., a man went to his sweetheart's house to give her an engagement ring, but he wound up shooting himself. The girl's father had just seen the suitor's picture on a TV crime show which identified him as a man wanted for forgery.

A TV fan in Wayne, Ark., had no trouble adjusting his aerial when a local station switched channels. He just took out a shotgun and shot the ends off his antenna.

In New York, a man went up to the roof and tore out 29 of his neighbors' antennas. He told the judge that television just didn't appeal to him.

A judge in Chicago ruled that a boy who gave his girl friend a TV set couldn't take the gift back just because their romance had soured. The boy's parents had accused the girl's parents of grand larceny.

Chicago Teletype

TV's Week: After spearheading a drive for Chicago's educational TV channel, Dr. John Rettaliata, I.I.T. prexy, was appointed recently to the American Council on Education's national committee on television. Dr. Rettaliata will attend the committee's meeting Oct. 13 in Washington, D.C., to help promote the use of television as a teaching medium.

Rettaliata

George Gobel makes news again! His proposed show from Chicago has been slashed by NBC brass from New York. During a visit here, network execs blasted hopes for another Chicago origination due to "lack of technical and creative help here." Instead George will make a series of five to seven-minute film monologs for inserts in *Today* and *Show of Shows.*

Rumors that Rusty Draper would replace Johnny Desmond for two months as *Breakfast Club* singer have now been killed. New lineup includes Pete Hanley for the first month, Don Cherry for the next two weeks and an undetermined-as-yet singer for the last two weeks. Meanwhile, Johnny will be making personal appearances in Las Vegas, Canada and Hollywood.

Chicago's Columbia College opens a new Los Angeles branch Sept. 28 with radio-TV training stressed in the teaching program.

Alex Dreier's *Man On The Go* has been sold for a 15-minute daily spot on NBC radio starting Sept. 7. If enough stations are cleared, TV plans for the unique dramatic-news show will materialize sometime this fall.

Advance Tips on Shows: In the WGN-TV fall lineup: *Ethel Barrymore Theater* film series due for a mid-September or early October debut. Ditto for *Badge 714* with Jack Webb (re-run of *Dragnet* films which were seen formerly on NBC.)

Sullavan

Shows in the Works: Latest film series rumor has Ida Lupino, Margaret Sullavan and Shelley Winters cast for a dramatic series. That enterprising Goodson-Todman team continue to pad their bank account. Now they're filming a new dramatic series, *Assignment: State Department.*

Contents

CHICAGO EDITION

STORIES
TV Guide's 1953 Golf Ball A-3
City of Hope Telethon .. A-8

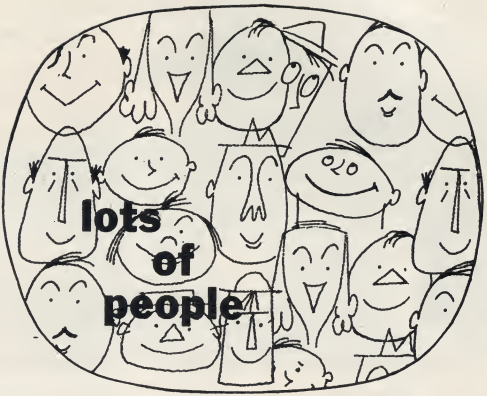
PROGRAM LISTINGS
CHICAGO
Weekday Mornings ... A-14
Daily Listings Begin .. A-16

MILWAUKEE
Weekday Mornings A-44
Daily Listings Begin .. A-44

SUPPLEMENTARY LISTINGS
Movie Guide A-11
Sports Guide A-21

FEATURES
Chicago Teletype A-1
Jack Mabley A-7
Chub McCarthy A-8
Mollycues A-9
Letters A-10
Sportscast A-10
Service Directory A-29

Expiration No. 270 731 S. PLYMOUTH CT. WABASH 2-0366



spend weekdays watching channel **5**

For the Kids it's . . .

DING DONG SCHOOL

• 9:00 am •

And for Mom . . .

9:30 GLAMOUR GIRL . . . 10:00 HAWKINS FALLS

10:15 THE BENNETTS . . . 10:30 THREE STEPS TO HEAVEN

10:45 FOLLOW YOUR HEART . . . 11:00 CREATIVE COOKERY

***WNBQ*— CHANNEL 5**

NBC TELEVISION

Alex Dreier, newscoster winner, gives a few golfing tips to model Charlene Beck.

Alma Platts, of WFJL, new women's talent champ, gets her trophy.

No wonder he lost! Defending champ Bill Bailey couldn't keep his eye on the ball while Charlene Beck was tabulating his score.

PHOTOS BY

Shirley Elman.

TV GUIDE's 1953 Golf Ball

New Champs Crowned at Third Annual Tourney

TV Talent.....Frank Pope (77) WNBQ
Alma Platts (106) WFJL
runners-up.....Danny O'Neil (80) WBKB
Tani Gilmon (132) WGN-TV

Station Staff.....Chet Sadlo (71) WBBM-TV
Barbara Tobin (122) WBBM
runners-up.....Jim Holmes (77) WBBM-TV
Sue Miller (126) WGN

Newscaster.....Alex Dreier (84) WNBQ
runner-up.....Joe Foss (92) WBBM

Sportscaster.....Norm Barry (96) WNBQ
runner-up.....Vince Lloyd (107) WGN-TV

Disc Jockey.....Wayne Osborne (75) WOPA
runner-up.....Bill Evans (100) WGN

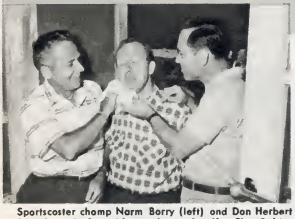
Scribblers.....Al DeBitetto 118) Lerner Publ.
runner-up.....Gene Kessler (91) Sun-Times

Handicap.....Gene Kessler (69) Sun-Times
runners-up.....Joe Foss (70) WBBM
George Gobel (73) NBC-TV

Booby Prize.....Harry Coon (175) CBS
Janet Green 1165) WGN

Consolation Prize....Bruce Roberts WBBM-TV

continued on following page



Sportscoster champ Norm Barry (left) and Don Herbert (right) apply first aid to exhausted golfer Chet Rable.

Champs' corner: (l. to r.) Frank Pope (men's talent champ), Francois Pope, Chet Sadlo (staff winner) Bob Pope and scorekeeper Salty Chase.

Jock Payne tries out a piggy-back form of golf atop Linn Burton. Chet Roble steadies the duo.

Clown Nicky (Francis) brought his own club, ball, assistant (Betty) and Bobo, the little woolly dog, who took a pretty dim view of the whole scene.

Lee Phillip helps Ron "Topper" Pritikin choose a club.

Nile Police Chief Romey writes out a parking ticket for five crestfallen fellows: (L. to r.), Chuck Comiskey, Bill O'Connor, Wayne Griffin, Art Hellyer and pleading Bob Drews. P. S. They're only fooling.

"Two-Ton" Boker gives pudgy Vince Fiorino a caddy cart ride.

Toni Gilman takes a few practice swings to improve her form.

Nothing like a refreshing shower, says WGN-TV's grinning Frank Sweeney.

Ooh-h-h, how about those scores! Billy Leoch, Patti and Danny O'Neil compare records.

A busy foursome: (L. to r.) Jim Hurlbut, Vince Garrity, Gus Chon and model Amy Silvestere.

Jack Drees (left) and Ed Short get some advice from Bunker Hill's Judge Jozwiak.

"Gombler's Guitar" composer Jim Lowe was rushed by autograph seekers.

Jerry Sperling (left) and Paul Fogarty show the trophy they didn't win to a group of their admiring fans.

Sportscaster Vince Lloyd chooses a lucky club.

It's a desirable trophy, but sorrowful Johnny Coons obviously didn't win it.

Fond parents Herbie and Shelley Mintz welcome son Bill back from his 18 holes.

TV GUIDE'S 1953 GOLF BALL

continued on following page

It's lunchtime for (L. to r.) Gene Kessler, Dorsey Connors, Elaine Turek, Dorsey's daughter Stephonie, and Dick McNeely. A Bunker Hill waitress serves.

Comic George Gobel strikes a mon of distinction pose. Koren Olli fixes his shoelaces.

TV GUIDE'S Molly Putkin adjusts Natco's cap while he obliges his fans with a few autographs.

continued from preceding page

The Dickens Sisters take time out for lunch. (Counter-clockwise), their brother Tom Diskin, Patti, Margie's husband Ted Williamsan, Margie and Nancy. The girls sing with Eddy Arnold.

Poor Carny Peeplesl He got no mercy from Frank Plath and Buddy Black.

Rhonda Page plants a ball on columnist Jack Ryan's head while Sabie, Marge Carney and Mal Bellairs also play along.

Bill Evans gets an illegal assist from skeptical fan Curtis Nelsan.

A study in balance as Don Ward, Bruce Roberts and John Ott measure distances.

Ruthie Kirchner draws only frowns from her gallery: (L. to r.) Lennie Marquardt, Don Gibsan and husband Claude.

Muscleman Ed Allen helps a couple of tired caddies out.

Today's TV:

HOPE AND DESPAIR

by JACK MABLEY

In the first television column I wrote in 1947, I likened getting a television set in the house to getting a new baby. It takes over the house, demands your attention, can be fascinating one minute and fearfully irritating the next. The commercials and the diapers are parallels.

It's 1953, and it's still difficult to write rationally about TV programs. You see something like *Studio One's* play of a couple of Mondays back, "Sentence of Death," and think that here is as mature and exciting a detective story as you would find in the best movie. The acting was probably a little better.

To counteract this, you watch Ann Sheridan in the Thursday night *Video Theater* and wonder how it is possible for a writer—even one trained in the Hollywood tradition—to pack so many cliches into 30 minutes. As if the story isn't corny enough, you see a beautiful modern kitchen, and watch Miss Sheridan go to a corner and get a drink of water from one of those old fashioned water coolers—the kind with the upside down bottle that gurgles every fifth cup. And you watch her play with a dog and then start making dinner. People who wash their hands before working with food notice those things.

Something like *Pentagon U.S.A.* comes along and you feel hopeful not only about television, but even about summer television. A little story about two Army detectives saving a corporal from a shakedown artist was done with restraint and simplicity.

And the same night along comes *Racket Squad,* a popular piece of pap which has all the cops talking like judges and plots that were big stuff in *Official Detective* stories before radio was perfected.

There's some talk in the trade papers that filmed network programs are falling off, affirming that live shows are still the preference of the majority of viewers.

I've preferred live programs over film ever since Hollywood came into TV, and there's nothing in sight yet to change my opinion. You get some exceptional shows out of Hollywood, such as *I Love Lucy, Dragnet,* and *The Best of Groucho,* but the bulk is junk turned out by hacks who can't get steady work in the movie studios.

Most of the New York shows are turned out by two groups — the young element who cut their teeth in television and have no preconceived notions hanging over from radio or the movies; and the people from the Broadway stage, whose dramatic tastes are as far above the Hollywood norm as is *Oklahoma!* over *Tarzan and the Apes.*

I'm a nut. I still think, after all these years, that the mass audience knows and appreciates quality programs—that *Studio One* and *Pentagon U.S.A.* will outlast *Racket Squad* and Ann Sheridan's water cooler movies.

And before we leave *Studio One,* that girl who's doing the commercials this summer is much easier to take than Betty Furness. More natural, less smug, and when she's talking, the refrigerators are the stars of the commercials instead of the girl.

Dear Boss:

Someday a Westinghouse genius is bound to convert one of those huge Magic Brain calculating machines (that memorizes 10,000,000 numbers and spouts 'em off at a 100-per-second clip) into a joke filer.

And on that day--Jan Murray, Herb Shriner, Fred Allen et al had better start hunting a job. Cause there just won't be any more need for Funnymen Quizmasters.

A contestant just comes up to the Automatic Joke Machine and says "My name is Joe Plumbing Supply Salesman," and wham--lights blink, there's a whirring sound and out comes a tape-recorded joke about the plumber who forgot to leave his tools at the shop (#429A167DD) in 1/1000th of a second.

Then the contestant says he's from Brooklyn and strikes off a reaction in the Joke Machine that plucks joke #7983PL419 from its cubbyhole, flashes it electronically into sound waves and BLIND DATE, TWO FOR THE MONEY or JUDGE FOR YOURSELF is laying 'em in the aisles.

By that time General Electric will surely have created a second automatic machine. This one would pose questions for the contestants to answer, ring one bell if right, two if wrong and then release either a booby prize or 2,000 silver dollars down a chute into the eager hands of the contestant.

The whole thing would remove the human joke memorizers from our living rooms. Should force someone to sit down and sweat out an original idea for a new TV show. I wish I was clever--I'd give it a whirl myself. Meantime all I can think of is a quiz show in which Mark Goodson gives away Bill Todman one week and vice versa the next.

CHUB

"City of Hope" Telethon

TV CHAMPIONS

Jim Moran enjoys visit of Claude Kirchner at an earlier benefit. Busy Jim takes on second 1953 telethon this coming week-end.

CHICAGO has always had good luck with telethons, generally surpassing other cities in results achieved—getting publicity, raising funds for worthwhile causes, giving viewers good entertainment. Primarily this is because these local enterprises have been handled by smart, sincere and energetic showmen. As evidence, consider Jim Moran.

One of the Windy City's most charity-conscious figures, Moran has chairmaned several local groups in putting over successful TV marathons.

Genial Jim has already helped to cushion the Cancer Fund this year, and come Sunday he will launch another 15-hour, talent-heavy telethon on WGN-TV (Channel 9) for a truly worthy cause—the famed City of Hope medical center. Kick-off time for the event is 10 PM Sunday, Sept. 6. It will run non-stop until 12:45 PM on Monday.

The City of Hope is a huge, non-sectarian medical research center in California. Every year it offers free hospital care to thousands of cancer and TB vic-

George Gobel

Florian ZaBach

tims including many Chicagoans. Funds from the Labor Day TV drive will be used to buy needed facilities.

Top video and screen stars will appear to help raise $150,000, the sum set as the goal. Definitely slated to attend are Wayne Morris, Florian Zabach, Albert Dekker, George Gobel and the casts of "New Faces" and the Chez Paree Revue. It is also hoped such celebs as Bishop Sheen, Hedda Hopper, Roscoe Karns and Terry Moore can make it. And local press, radio and political headliners will be on hand.

Also assisting in the big enterprise will be an army of telephone operators, cab drivers, station personnel, etc.

Prizes—refrigerators, laundromats et al—will be offered to contributors as an added incentive. There's even a brand new Hudson at stake. It will be given by Moran in a special essay contest.

Chicagoans have always responded generously to these charity video extravaganzas. The City of Hope show should prove no exception.

MOLLYCUES

by MOLLY POTKIN

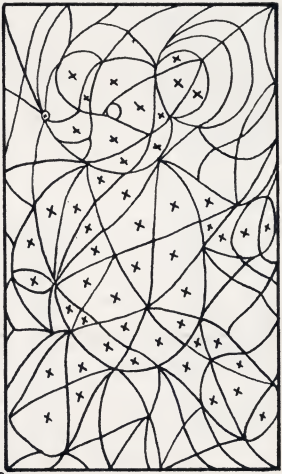
COPYRIGHT 1953

Boys and girls, all you have to do here in this puzzle is fill in the spaces that are marked with an "X." Then you will see a little friend that you might have seen on *Animal Playtime*. Can you draw an animal? Mail your entries to Mollycues, c/o TV GUIDE, 731 S. Plymouth Ct., Chicago 5, Ill., before Monday, Sept. 14.

For the best drawing, I'll award $1; second prize, 50 cents; next 25 prizes a copy of my big picture and puzzle book. In case of ties, winners will be judged on originality and neatness. Solution will appear here next week.

July 31 Mollycue Winners

George Baaske, Wheaton, Ill.; Margie Belcher, La Porte, Ind.; Pat Billings, Maywood, Ill.; Lynne Bradley, Chicago; Barry Brooks, Chicago; Julie Dunteman, Bensenville, Ill.; William Green, Chicago; Marie Ginn, Hammond, Ind.; Linda Hamilton, Kenosha, Wis.; Shirley Hauch, Sawyer, Mich.; Gloria Jakubczak, Chicago; Arthur Johnson, Chicago; Edward Kasper, Chicago; Mary Keller, Waukegan, Ill.; Peggy Kenline, Wilmette, Ill.; Charlie King, Chicago; Marion Kroll, Chicago; Judy Lemmers, Chicago; Dianne Link, Chicago; Fred Marcus, Chicago;



SPORTSCAST

by ED PAZDUR

A large crowd of fans, beautiful Sabie models, a sunny, warm day blended together with Chicago's leading celebrities to make TV GUIDE's 3rd annual golf tourney at Bunker Hill Golf Club the most successful yet. Some played the first game of their lives, others performed like pros.

Roberts

Because WBBM-TV's Bruce Roberts does not officially return to TV until Sept. 6 he had to be disqualified after holing out with a sizzling low gross of 75. Bruce was awarded a consolation prize. More sidelights next week.

Chet Sadlo, WBBM-TV	72
Bruce Roberts, WBBM-TV	75
Wayne Osborne, WOPA	75
Frank Pope, WNBQ	77
Jim Holmes, WBBM-TV	77
Danny O'Neil, WBKB	80
Walter Preston, WBKB	80
Al DeBitetto, Lerner Pub.	81
George Gobel, NBC-TV	83
Alex Dreier, WNBQ	84
Ray Jones, AFTRA	84
Sid Fohrman, WGN-TV	85
Bob Pope, WNBQ	86
Jerry Keefe, WFJL	88
Gene Kessler, Sun-Times	91
Jerry Sperling, WENR	91
Bill Bailey, WGN-TV	92
Joe Foss, WBBM	92
Harry Christian, WGN	93
Billy Leach, WBBM-TV	94
Norm Barry, WNBQ	96
Don Herbert, NBC-TV	96
Bill Evans, WGN	100
Chuck Comiskey, White Sox	102
Alma Platts, WFJL	106
Vince Lloyd, WGN-TV	107
Gus Chan, WNBQ	110
Jim Hurlbut, WNBQ	111
Francois Pope, WNBQ	114
Barbara Tobin, WBBM	122
Sue Miller, WGN	126
Toni Gilman, WGN-TV	132
Jack Drees, WBKB	132

For exciting Stock Car Races, join Bob Drews and Ed Pazdur 10 pm Sundays, WBBM-TV.

Please address all letters to Managing Editor, TV GUIDE, 731 S. Plymouth Ct., Chicago 5, Ill.

No Time for No Comedy

We protest against putting the program, *Pentagon U.S.A.* in place of *My Little Margie.* It is well done but the American people want laughs in these days of turmoil.—*L. R. M., Aurora, Ill.* (*Good news—Margie returned last Wed. at 7:30 PM on Channel 5.—Ed.*)

Likes Two New Quizzes

Everyone is looking down his or her nose at the summer replacement shows. I've enjoyed at least two—*Masquerade Party* and *Place the Face,* and wish they would continue this fall. The one I've missed most is *Midwestern Hayride.* —*Mrs. H. Peters, Chicago.*

Just for Show

I have heard the heart necklace Arlene Francis always wears is a hearing aid. Is this true?—*Loretta Wilson, Bettendorf, Iowa.* (*No—she can hear John Daly perfectly well.—Ed.*)

Has Kay "Reformed?"

In regard to the letter in your August 14 issue, about Kay Ashton-Stevens, I am one televiewer who likes this performer whom you called "TV's Sophisticated Lady." Mrs. Carol Hynes, who wrote the letter, hasn't seen her latest shows. Since leaving Tom Duggan, who was nothing more than a sparring partner, she hasn't interrupted a guest at all.—*Mrs. Joseph Seianas, Chicago.*

A Marx-Man

To "G. S. of South Bend" (July 26th issue), if you don't like Groucho Marx, why watch him? As far as I'm concerned he's the best. I'm sure the "embarrassed" people on his show have more of a sense of humor than you do. —*Patricia Paul, Milwaukee, Wis.*

Off on the Races

We've enjoyed *Stock Car Races* from Soldier Field. Let's have at least an hour of it. But please tell Bob Drews we can see when they're coming and going but we want to know who's doing it!—*R. W. L., Glenview, Ill.*

11:00 2 BRIDE AND GROOM—Wedding
John Nelson interviews the couple.

5 FRANCOIS POPE—Recipes
Fri: Lobster pie and watermelon salad basket.
Mon: Melon birds and salad baskets, cheese hors D'oeuvres mold.
Tues: Ham cutlets Madrid, Danish cinnamon coffee cake.
Wed: Pot roast of beef, zucchini and tomatoes au gratin.
Thurs: Broiling steaks, fresh lima beans and corn baked in casserole.

7 BREAKFAST WITH O'NEIL
Chet Roble and Nancy Wright.

9 CITY OF HOPE TELETHON
Monday Only. (Continued.)

9 MOVIE—Film cut to ½ hour.
Fri: "Crucible."
Tues. and Wed: "Gentleman From Texas," parts 1 and 2. Newly appointed Marshal of a small town outwits the opposition. Johnny Mack Brown.
Thurs: "Lonesome Trail," part 1. Western adventure.

11:15 2 LOVE OF LIFE—Serial
Fri: Vanessa and Meg both find themselves in an unhappy situation.
Mon: Van finds Paul a true friend.
Tues: Van's personality has changed.
Wed: Meg plans to defy Warren.
Thurs: Meg refuses to accept things.

11:30 2 SEARCH FOR TOMORROW
Fri: Patti talks out of turn again.
Mon: Patti has a difficult time understanding her elders.
Tues: Tension mounts at Motor Haven.
Wed: Marge had misgivings about a serious talk.
Thurs: The bars are down between Arthur and Joanne.

7 DEDICATION OF ST. PETER'S CHURCH
Monday only.

9 CITY OF HOPE TELETHON
Monday Only. (Continued.)

9 STEVE FENTRESS—News
Fri., Tues., Wed., Thurs.

11:45 2 GUIDING LIGHT—Serial
Fri: Dick urges Kathy to accompany him to San Francisco.
Mon: Bill struggles with himself.
Tues: Dick's mother meets a woman who expresses a peculiar interest.
Wed: Dick's mother visits Kathy.
Thurs: Kathy meets her first husband's mother.

9 CITY OF HOPE TELETHON
Monday Only. (Continued.)

9 EARL NIGHTINGALE—Chats
Fri., Tues., Wed. and Thurs.

11:55 7 ULMER TURNER—News

TV FORECAST OF New Shows AND WEEK'S HIGHLIGHTS

Returns: Peggy Wood as *Mama* is back in her old time spot, 7:00 on channel 5, Friday night, replacing *Pantomime Quiz*. Judson Laire, Robin Morgan, Rosemary Rice and Dick Van Patten continue in their roles as the rest of the Hansen family . . . *Walter Winchell* is back, Sunday night at 8:00 . . . Tuesday brings the return of *My Son Jeep* at 7:00 p.m., *Wonderful John Acton* at 7:30, and *This Is Show Business* at 8:00.

Morgan

New shows: *Johnny Jupiter*, a new puppet show, bows Sunday noon on channel 7 . . . Tuesday starts a new daytime lineup for WBKB. Schedule includes Ruth Crowley in her *All About Baby* series at 1:00, *Stewart Brent* with an "advice for women" format at 1:15, and *Betty* and *Don Dowd* in an informal-type chatter show at 1:30, ala *Bob and Kay*.

Special events: Former President Harry S. Truman addresses a joint rally of the AFL and CIO in Detroit in a special Labor Day program Monday, 12:30 p.m. on channel 5 . . . City Of Hope Marathon, for the benefit of TB, heart and cancer, will begin Sunday night at 10:00 on WGN-TV, and is scheduled to run through to Monday at 1:00 p.m. . . . Dedication services for Chicago's new St. Peter's Church will be telecast Monday morning at 11:30 on channel 7.

Sports: Quarter finals of the national singles tennis title matches will be telecast Saturday at 1:00 p.m. on channel 5, semi-finals Sunday at 1:30 p.m., and finals on Monday, 1:30 p.m.

Drama: *TV Playhouse*, Sunday night at 8:00, presents Shakespeare's story of the tragic "Othello."

Friday

SEPT 4

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Music session with Billy Leach.
5 NOONTIME COMICS
Johnny Coons narrates a film.
7 HAPPY PIRATES—Kids' Fun
Dick "Two Ton" Baker emcee.
9 HI LADIES—Jack Payne
Interviews with the girls.
12:25 2 LEE PHILLIP SHOW—Tips
Fashion news for the ladies.
12:30 2 GARRY MOORE SHOW
Garry and the cast demonstrate parlor games.
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke plays his guitar.
7 TIME FOR FUN—Nick Francis
Kids fun with Nicky and Bobo.
12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews wives.
12:55 7 ULMER TURNER—News
1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz game.
5 BOB & KAY SHOW—Chats
Bob Murphy and Kay Westfall.
7 MOVIE QUICK QUIZ—Game
Dick "Two Ton" Baker is emcee.
9 "THE HIGGINS FAMILY"
MOVIE—After 25 years, Mr. Higgins sees his ambitions in the advertising world frustrated by silly antics of his wife. James Gleason, Harry Davenport, Lucille Gleason.
1:15 7 "CITY OF SILENT MEN"
MOVIE—Mayor tries to help ex-convicts, but meets opposition to his plans from the townspeople. Frank Albertson, June Lang, Jan Wiley.
1:30 2 LINKLETTER'S HOUSEPARTY
Game: "What's In the House?"
2:00 2 BIG PAY OFF—Quiz Game
Randy Merriman and Bess Myerson.
5 BREAK THE BANK—Quiz
Bud Collyer emcee.
9 PAUL DIXON SHOW—Music
2:25 7 ULMER TURNER—News
2:30 2 ACTION IN THE AFTERNOON
Western drama.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors to the city of Chicago.
7 "WILD IRISH NIGHT"
MOVIE—Dishwasher is given job of managing a hotel so he can catch some thieves. Arthur Lucas stars.
3:00 2 SHOPPING WITH O'RILEY
Tips and music with Patrick O'Riley.
5 ON YOUR ACCOUNT—Variety
Win Elliot emcee.
9 "FIGHTING TO LIVE"
MOVIE—Two dogs are turned out in the desert, and are forced to become outlaws in order to live. Marion Shilling and Gaylor Pendleton.
3:15 2 MUSIC COUNTER—Tune Time
Helen Lee and George Ramsby.
3:30 2-5 THE U.N. IN ACTION
Ratification of Korean Armistice. (If Korean Armistice has been ratified by the Seventh General Assembly, regularly scheduled programs listed below will be presented.)
3:30 2 "LET 'EM HAVE IT"
MOVIE—Girl's chauffeur is sent to prison and after she manages to get him paroled, he kills her brother.
5 LADIES' CHOICE—Talent
Johnny Dugan emcees variety.
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
"Five Steps to the Kremlin," serial shown in part.
7 "OUTLAW RULE"
MOVIE—Western with Reb Russell.
4:15 5 GABBY HAYES SHOW—Tales
"Under Arizona Skies" with Johnny Mack Brown (part 5).
4:30 5 HOWDY DOODY—Puppet Tale
Puppet antics with Bob Smith.
9 "UNDERCOVER MAN"
MOVIE—Secret investigator for Wells-Fargo attempts to locate source of trouble to the company. Johnny Mack Brown stars.
5:00 2 GARFIELD GOOSE & FRIEND
"Friend Frazier" enjoys another comedy as King Garfield's guest.
5 ELMER, THE ELEPHANT
Jim Lowe subs for vacationing John Conrad in entertaining the kids.
7 ANGEL CASEY—For Kids
Youngsters have a party.
5:15 7 ROOTIE KAZOOTIE—Puppets
Todd Russell is emcee.
5:30 2 GENE AUTRY TIME—Film
Outlaws are brought to justice.
5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco, the clown.
7 BOB ATCHER—Serial Film
"Wild Horse Rustlers," part 5. Nazi rustlers attempt to make trouble.
9 ROBERT F. HURLEIGH—News

HARRY ALTER

on the TOP of the list

THE HARRY ALTER COMPANY, Inc.

1728 SO. MICHIGAN AVE. • CHICAGO 16, ILL. • Phone All Departments WAbash 2-2260

Mr. Robert A. Kubicek
Director of Advertising
TV Guide
185 N. Wabash Avenue
Chicago, Illinois

August 13, 1953

Dear Bob:

When we returned from Cincinnati, after viewing the new 1954 Crosley line of TV sets, we were very enthusiastic. We knew that we had wonderful big-screen TV for Crosley Dealers to offer the public of Chicago.

Naturally, we immediately planned a heavy advertising campaign with Mr. Julian Frank, President of Julian Frank & Associates Advertising Agency. We have mapped out, what we think is going to be a hard-hitting advertising campaign, bringing to the attention of everyone in Chicago these wonderful new TV sets.

* Right on the top of the list of the media that Julian Frank and we agreed should carry this advertising, was your good magazine; TV GUIDE.

I am happy to tell you that you will receive an order, from the Julian Frank Agency, for twenty-six double page ads, starting on September 12.

All of us are confident that this advertising, backed by these outstanding new TV sets, is bound to be a success.

Very truly yours,

HArm

Harry Alter, President
THE HARRY ALTER CO., INC.

WHOLESALE DISTRIBUTORS OF MAJOR HOME APPLIANCES

*

RIGHT ON THE TOP OF THE LIST WAS YOUR GOOD MAGAZINE; TV GUIDE

Advertising Offices

Now Located In Room 800

6 North Michigan — WAbash 2-0366

SEPT 4

WOOD and LAIRE
7 P.M. (2)

BERG
7 P.M. (5)

BELLAMY
7:30 P.M. (2)

BARRY
8 P.M. (9)

CARNEY
8:30 P.M. (5)

5:45 9 CURBSTONE CUT UP—Chats
Interviews with Ernie Simon.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports

5 CLINT YOULE—Weather
Temperatures and predictions.

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventures
The space liner Telemachus is captured by the Space Pirate with the Ranger and Craig on board.

6:05 5 ALEX DREIER—News
Roundup of world events.

6:10 5 JOE WILSON—Sports

7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News

5 DORSEY CONNORS—Travel
A visit to Louisville, Kentucky.

6:20 5 TONY WEITZEL—Comments
Gossip and interviews.

6:25 7 WAYNE GRIFFIN—Weather

6:30 2 DOUGLAS EDWARDS—News

5 EDDIE FISHER SHOW—Music
Guest, Gisele MacKenzie.

7 STU ERWIN—Comedy Drama
June reaps the rewards of motherhood when her family helps to justify her selection as "Best Mother of the Year."

9 SPENCER ALLEN—News

6:45 2 PERRY COMO SHOW—Musical
Perry, the Fontanes and Ray Charles Chorus. Tunes: "Down By the Riverside," "I'm Walking Behind You."

5 JOHN C. SWAYZE—News

9 SPENCER ALLEN—Local News

7:00 2 MAMA—Domestic Comedy
When summer vacation ends, Katrin decides it's time she became a breadwinner, so she and a friend look for jobs. Peggy Wood in title role, with Judson Laire, Rosemary Rice, Dick Van Patten and Robin Morgan.

5 THE GOLDBERGS—Comedy
Jake has an argument with his partner when he decides that he wants to be the outside man in the business instead of being the inside man. Gertrude Berg as Molly with Robert Harris as Jake.

7 INTERLUDE—Drama
"Bottsford's Beanery," with Candy Candido and Joe Sawyer. An elderly gentleman named Bottsford gets mixed up with gangsters eager to force a slot machine upon his restaurant.

9 "EARL OF PUDDLESTONE"
MOVIE—An "inherited" title lifts the Higgins family to social glory. James Gleason, Harry Davenport.

7:30 2 MAN AGAINST CRIME-Drama
"Killer Cat." Mike Barnett (Ralph Bellamy) bags a murderer on a hunting trip in the Canadian wilds.

5 WALT'S WORKSHOP
Mr. Durbahn gives instructions on how to build the "Ideal Dog House," with prospective tenants.

7 SUPERMAN—Adventures
"Monkey Mystery." When a secret formula representing the only known national defense is stolen, Superman enlists the aid of Pepi, the monkey, in recovering it. George Reeves and Phyllis Coates star.

8:00 2 PLAYHOUSE OF STARS
"The Perfect Secretary" starring Margaret Hayes and John Newland. An architect and his secretary are an unbeatable business combination until an office party makes him realize love can complicate matters.

5 BIG STORY—Drama
Reporter Charles Manning of the Greensboro, N.C. Daily News covers a gun duel between police and a young desperado. Walter Brooke and Martin Newman.

7 TERRY AND THE PIRATES
"Extra Cargo." Terry and Hotshot Charlie learn that their own Air Cathay plane is to be time-bombed in mid-air, to assassinate the noted Maharajah of Tolman, a passenger.

9 LIFE BEGINS AT 80—Quiz
Jack Barry emcees panel of oldsters including: Fred Stein, Georgiana Carhart, Thomas Clark and Alexandra Campbell.

8:30 2 FOOTLIGHTS THEATER—Film
"This Is My Heart" with Ruth Hussey and Mark Stevens. A playwright attempts to convince a famous actress that there are things in life more important than herself.

5 TV SOUNDSTAGE—Drama
"The Square Hole" with Art Carney and Dorothy Sands. A family man is handcuffed to a job he hates.

7 FILM SHORTS

9 WORLD IS YOURS—Travelogue
A vacation in enchanting Bermuda.

8:50 7 COMMERCIAL—Film

PAM and JERRY
9 P.M. (2)

POLESIE
9 P.M. (9)

DONLEVY
9:30 P.M. (7)

COUGHLIN and POPE
9:30 P.M. (9)

9:00 2 MR. AND MRS. NORTH-Drama
Pam and Jerry North go shopping for a dress at a high fashion salon but come across murder instead. Barbara Britton, Richard Denning.

5 BOXING—From New York
Lulu Perez vs. Dave Gallardo (featherweights).
JIMMY POWERS' RATING: Perez is rated 6th. Fights, 31. Won, 30. Lost, 1. K.O.'s, 11. Gallardo is rated 9th. Fights, 63. Won, 45. Lost, 13. Drew, 5. K.O.'s, 8. Perez is one of the bright prospects in the current line-up of young boxers. He can box and punch on a par with the other 126 pound contenders. Against the on-rushing Californian, Perez should look his best. His left jabs should find their mark without much trouble and when the bout is over, Lulu will look like the top man.

7 FOCAL POINT—Film Shorts

9 TWENTY QUESTIONS—Quiz
Moderator Jay Jackson with Fred Van Deventer, Florence Rinard, Herb Polesie and guest, columnist Danton Walker. Johnny McPhee has left the program to study abroad at Cambridge in England.

9:15 7 FILM SHORT

9:30 2 FAVORITE STORY—Film
Adolphe Menjou narrates tale of "Three Strangers." Among the fugitives from a tied-up train, who have found shelter from the storm in a switchman's hut, is a hangman on his way to execute a young man, and a judge who believes the man innocent. William Green.

7 DANGEROUS ASSIGNMENT
"The Salami Story." Steve Mitchell (Brian Donlevy) is assigned to body-guard a plastics engineer.

9 DOWN YOU GO—Panel Quiz
Dr. Bergen Evans with Fran Coughlin, Toni Gilman, Robert Breen and Carmelita Pope.

9:45 5 GREATEST FIGHTS—Film
Joe Louis vs. Al McCoy, on December 19, 1940.

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather

7 COURTESY HOUR—Variety
Jim Moran emcees professional talent in hour of star-studded entertainment. *Sponsored by Courtesy Motors.*

9 "OPERATION HAYLIFT"
MOVIE—Rancher is displeased by his brother's choice of flying as a career, but an unusual situation changes his mind. Bill Williams and Ann Rutherford star.

10:10 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Tips
Upside-down lazy susan for garage.

10:15 2 JOHN HARRINGTON—Sports

5 JIM HURLBUT—News

10:25 2 ART MERCIER—Sports Tips
Various methods of spinner fishing.

10:30 2 JOHN HARRINGTON—News

5 NORMAN BARRY—Sports

10:45 2 JIM CONWAY—Comments
Jim subs for vacationing Kup.

5 HERBIE MINTZ—Musical

11:00 2 BOB ELSON—Sports

5 HOWARD MILLER—Music

7 ULMER TURNER—News

11:10 7 TOM DUGGAN—Comments

11:15 2 MURDER BEFORE MIDNIGHT
"Frenzy," second of two parts. Sculptor falls in love with wife of his rival.

11:30 7 KAY ASHTON-STEVENS
Interviews and commentary.

11:45 9 "PANAMA PATROL"
MOVIE—Army major and his aide are interrupted while trying to get married, and sent by their office after ring of spies. Leon Ames.

12:00 2 "POISON PEN"
MOVIE—A small English village is thrown into chaos by a series of revealing anonymous letters.

7 "DEAD MEN WALK"
MOVIE — Human vampire returns from the grave to put a curse on his own brother and bring death to innocent-townsfolk.

HOME
TV SERVICE
7.95 total cost including service, call, all adjustments, and tubes needed to . . .
REPAIR YOUR SET AT HOME
• Bonded Technicians
• Same day or night service
• 90-Day Written Warranty
WEST LA 1-7300
SOUTH FA 4-8818
NORTH BE 5-1660

hectic but happy home life . . .

ETHEL *and* **ALBERT**

back on television every

Saturday

☆ **6:30 pm** ☆

presented by

SUNBEAM CORPORATION

Saturday

SEPT 5

MORNING

9:00 7 "TEXAS JACK"
MOVIE—Local school teacher is kidnapped while at a traveling medicine show.

9:45 9 MOVIE—Serial Film
"Hawk Of The Wilderness," part 6. (See Friday, 9:30 A.M. listing on page A-14 for synopsis and cast.)

10:00 7 SPACE PATROL—Adventures
Adventures into the world of tomorrow, starring Ed Kemmer, Lyn Osborn, Virginia Hewitt.

10:15 9 DRAW WITH ME—For Kids

10:30 2 ROD BROWN OF THE ROCKET RANGERS—Drama For Kids
"The Death Ball." The Ranger's ship plunges helplessly through outer space as the crew is being suffocated by poisonous fumes of a mysterious seed. Cliff Robertson stars.

7 COMEDY CIRCUS—Film

9 "CHEYENNE CYCLONE"
MOVIE—Western.

11:00 2 BIG TOP—Circus Fun
Ringmaster Jack Sterling presents the Kanazawas, acrobatic trio; Malikova, high wire act.

7 PANTOMIME PARTY
Jerry Sperling and Clark Davis.

9 "RIDERS OF THE WHISTLING SKULL"
MOVIE—The Three Mesquiteers rescue a professor of archeology who had been captured by a lost tribe of Indians. Bob Livingston.

11:30 7 DICK TRACY—Drama
"Influence." Attempts are made to steal rare mineral from a professor's laboratory.

9 MOVIE—Title not available
(Cut to ½ hour).

12:00 2 LONE RANGER—Western
A timid, henpecked husband wins mastery of his own house when he gets credit for coralling a gang of crooks.

7 BEULAH SHOW—Comedy
Situation comedy, Louise Beavers.

9 "FIRE TRAP"
MOVIE—Young fire insurance adjuster finds that his sweetheart's uncle and his own employer are planning an arson plot. Norman Foster and Sidney Blackmer.

12:30 2 "NEVADA BUCKEROO"
MOVIE—(Cut to ½ hour.)

ROBERTSON
10:30 A.M. (2)

BEAVERS
NOON (7)

BLACKMER
NOON (9)

CREIGHTON
1 P.M. (9)

BRICKHOUSE
3:45 P.M. (9)

SEPT 5

7 "STAGE TO MESA CITY"
MOVIE—Western with Lash LaRue.

12:45 5 INDUSTRY ON PARADE—Film
Visits on film to: (1) Factory where girls are given free manicures every day. (2) Spot where device called "reserve-a-room" is installed in air, bus and rail terminals. (3) Company with two plants, one for civilian and one for defense production. (4) Poultry farm where factory methods are applied.

1:00 2 "SADDLE MOUNTAIN ROUNDUP"
MOVIE—The Three Mesquiteers receive a note from man who fears for his life. Ray Corrigan, John King, Max Terhune.

5 NATIONAL SINGLES TENNIS CHAMPIONSHIP MATCHES
World's finest players compete at the West Side Tennis Club in Forest Hills, New York. Commentary by Bud Palmer and Jack Kramer.

9 BATTING PRACTICE-Warm Up
Harry Creighton announces.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:30 7 "UNCONQUERED BANDIT"
MOVIE—Western adventure.

9 BASEBALL—Cubs vs. Cincinnati
Jack Brickhouse describes.

2:15 2 "GIGOLETTE"
MOVIE—Comparison between people who live by their wits and people whose bank balances eliminate need for wits. Madge Bellamy, Gilbert Roland, Natalie Moorehead.

3:00 2 HORSE RACES—Acqueduct
"Discovery Handicap." 1⅛ mile for 3-year-olds. Purse: $25,000.

3:30 2 FILM SHORT

3:45 9 POST GAME INTERVIEWS
Jack Brickhouse conducts.

4:00 2 OPERATION NEW HORIZONS
The library school of the University of Illinois presents a discussion of children's books by Biola James, instructor in the school, and Walter Stone, professor of library science.

5 "DEADLOCK"
MOVIE—John Slater, Hugh Morton.

7 "LAW OF THE SADDLE"
MOVIE—Wanderer is called in to get evidence in dealings of a crooked sheriff. Bob Livingston, Al St. John, Betty Miles, Lane Chandler.

9 "KANSAS CYCLONE"
MOVIE—Federal authorities attempt to round up bandits who have been robbing Wells-Fargo ore trains. Don Barry and Lynn Merrick.

4:30 2 FILM SHORT

5:00 2 FARMTOWN U.S.A.—Menard
George Menard introduces and chats with his guests.

5 "HEROES IN BLUE"
MOVIE—Policeman captures his brother and sets out to get evidence proving his innocence. Dick Purcell, Bernadine Hayes, Charles Quigley.

7 SATURDAY LAUGH TIME
"Laurel and Hardy."

9 MOVIE—Title Not Available
Tentatively scheduled.

5:30 2 WHAT IN THE WORLD-Science
Moderator Dr. Froelich Rainey with panel, Dr. Alfred Kidder, assistant directer of the University of Pennsylvania Museum and Father J. Franklin Ewing of Fordham Univ.

TV Sports GUIDE

(For details, see daily program listings.)

FRIDAY
9:00 5 Boxing From New York

SATURDAY
1:00 5 Tennis Championship Matches
1:30 9 Baseball—Cubs vs. Cincinnati
3:00 2 Horse Races From Acqueduct
7:30 7 Bowling From Detroit—Fred Wolf
8:00 7 Boxing From Washington
8:30 9 Wrestling From Marigold—Brickhouse

SUNDAY
2:00 5 Tennis Championship Matches
1:30 9 Baseball—Cubs vs. Cincinnati (2)
10:00 9 Stock Car Races From Soldier Field—Bob Drews and Ed Pazdur
10:30 7 Wrestling on Film—Wayne Griffin

MONDAY
1:30 5 Baseball—Cubs vs. Milwaukee (2)
2:00 5 Tennis Championship Matches
7:00 9 Boys' Major League Baseball From Thillens Stadium—Jack Brickhouse
8:30 9 Boxing From Eastern Parkway, Brooklyn

TUESDAY
8:00 9 Wrestling On Film—Jack Little
11:00 5 Harness Racing From Maywood Park

WEDNESDAY
1:30 5 Baseball—Cubs vs. Pittsburgh
8:30 7 Wrestling From Rainbo—Wayne Griffin
9:00 2 Boxing From San Francisco

THURSDAY
11:00 5 Harness Racing From Maywood Park

SEPT 5

DUGGAN
6 P.M. (7)

BUNCE and LYNCH
6:30 P.M. (5)

STORCH
7 P.M. (2)

RENALDO
7 P.M. (9)

SHRINER
8 P.M. (2)

7 SMILIN' ED'S GANG
Ed introduces Mrs. Van Smoot who delivers a lecture on better manners. Squeekie the mouse and Midnight the cat imitate a hurdy-gurdy man.

6:00 2 STORK CLUB—Interviews
Host Sherman Billingsley with guest, singer Ann Crowley.

5 MR. WIZARD—Science Study
Don Herbert and his assistant, Buzz Johnson, discuss "Using Your Body" and explain how your muscles work, and why it's so hard to write your name upside-down.

7 TOM DUGGAN—Sports
Discussion on latest sports events.

9 THIS IS THE LIFE—Dromo
Long strike in a plastic factory sets nerves on edge and stretches tempers to the breaking point until violence suddenly flares and welfare of the community is at stake.

6:30 2 BEAT THE CLOCK—Games
Bud Collyer emcees the stunts, assisted by beautiful Roxanne.

5 ETHEL AND ALBERT—Comedy
Albert catches a prize fish and as a result, trouble catches Albert. Peg Lynch and Alan Bunce.

7 "NEVER TOO LATE"
MOVIE—Detective pursues a gang of blackmailers who have stolen a necklace from the police commissioner's wife. Richard Talmadge.

9 TRAVELERS' SKETCHBOOK
"Luray Caverns."

6:45 9 RELIGIOUS FILM
Father James Keller of the Christophers, interviews.

7:00 2 LARRY STORCH—Comedy
Guests: the Five DeMarco Sisters. Larry's sketches: as the hobo philosopher who inherits a million dollars, and interpreting a group of French characters.

5 SAMMY KAYE SHOW—Musical
"So You Want to Lead a Band" contest. Would-be conductors are given opportunity.

9 "HEROES OF THE SADDLE"
MOVIE—In order to adopt a little orphan girl, the Three Mesquiteers must prove to satisfaction of authorities that they can care for her. Robert Livingston, Raymond Hatton, and Duncan Renaldo.

7:30 5 ORIGINAL AMATEUR HOUR
Ted Mack has been appointed chairman of television for the 13th annual National Bible Week.

7 BOWLING—Detroit
Fred Wolf is commentator. Participants compete for prizes.

8:00 2 TWO FOR THE MONEY—Quiz
Emcee Herb Shriner with Dr. Mason Gross, Provost and professor of philosophy at Rutgers University as authority on correctness of answers.

5 SATURDAY NIGHT REVUE
Emcee Hoagy Carmichael with Paul Gilbert, Helen Halpin, Ricky Verra, and Gayla Peevy. In the composer's corner, Hoagy tells the story of the writing of "Stardust."

7 PHILLIES SATURDAY NIGHT FIGHTS—From Washington
Gene Smith vs. Bill Bossio (featherweights).
JIMMY POWERS' RATING: Smith is rated 7th. Fights, 38. Won, 35, lost 3, K.O.'s, 25. Bossio is rated 15th. Fights, 53. Won, 39. Lost, 12. Drew, 2. K.O.'s, 14. This is another pairing of the boxer vs. the slugger. Smith the boxer will display too many guns for the ex-sailorman, Bossio. Bossio's stout heart will carry him as far as he can go. His legs haven't the bounce that carried him through the early part of his career, so when they start to give, he'll be a stationary target for Smith's right hand bombs.

9 DRIVER EDUCATION—Film

8:15 9 JACK BRICKHOUSE—Sports

8:30 2 MEET MILLIE—Comedy
Starring Elena Verdugo as Millie.

9 WRESTLING—From Marigold
Milt Olsen vs. Juan Hernandez; Rocco Columbo vs. Zack Malkov; Yvon Robert vs. Bobby Nelson; Art Neilsen vs. Stu Hart. Double main event: Hans Schmidt vs. Billy McDaniel, and Verne Gagne vs. Joe Christie.

8:45 7 BILL STERN—Sports Film

9:00 2 MEDALLION THEATER-Droma
"The Scent of Roses." A New England spinster lives with the faded rose petals of a bouquet once given her by the man she loved. He returns 10 years after his disappearance and her younger sister falls in love with him. Martha Scott stars. (*Medallion Theater* reviewed p. 14).

DALY
9:30 P.M. (2)

FAIRBANKS
10 P.M. (5)

S A T
SEPT 5

7 TOM DUGGAN—Chats

9:30 2 IT'S NEWS TO ME—Quiz
Moderator John Daly with panel: John Henry Faulk, Quentin Reynolds, Kitty Carlisle and Gloria DeHaven.

5 PRIVATE SECRETARY-Comedy
A fortune teller's prediction provides a pleasant surprise for Susie. Ann Sothern stars with Don Porter and Ann Tyrell.

10:00 2 "THE SOUTHERNER"
MOVIE—Young couple struggles to cultivate its midwest farm against overwhelming odds. Zachary Scott, Betty Field, Beulah Bondi.

5 "THE CORSICAN BROTHERS"
MOVIE—Siamese twins, separated at birth by an operation, are brought up in different countries but find that one's emotions are transmitted to the other. Douglas Fairbanks, Jr., Ruth Warrick, Akim Tamiroff.

7 FILM

11:00 9 "I WOULDN'T BE IN YOUR SHOES"
MOVIE—Dancer convicted of murder on circumstantial evidence is saved from execution by his wife's discovery. Don Castle, Elyse Knox, and Regis Toomey.

11:30 2 INTO THE NIGHT—Tale
"International Affair." U. S. Treasury agents and Scotland Yard work together to track down a band of international jewel smugglers.

7 "GIRL FROM MONTEREY"
MOVIE—(Cut to 45 min.) Mexican songstress brings her prizefighter brother to the U. S. and falls in love with his rival for championship. Armida, and Jack LaRue.

12:00 2 COMMERCIAL—Film

12:10 2 "UNDER SECRET ORDERS"
MOVIE—Dangerous assignments of a clever German agent lead to romance with a young British officer. John Loder, Eric Von Stroheim, Claire Luce.

12:15 7 "LADY IN THE DEATH HOUSE"
MOVIE—Criminologist - psychologist, who is studying restoration of life by violent shock, is forced to pull the switch in a girl's execution even though he believes her innocent. Jean Parker and Lionel Atwill.

BRING YOUR SET INTO OUR SHOP AND **SEE IT REPAIRED**

- TUBES TESTED FREE
- ALL TUBES IN STOCK
- BATTERIES FOR PORTABLE RADIOS
- AUTO RADIO SERVICE DRIVE IN REAR 9:30–5:30
- TV REPAIRS IN YOUR HOME TILL 11 P.M.

Open 9:30 A.M.-8:30 P.M.
Sunday 11 A.M. to 3 P.M.

HUmboldt 9-0911

You Can Depend on . .

FOSTER TV
2922 MILWAUKEE AVE.

Sunday

SEPT 6

MURPHY
12:30 P.M. (7)

MORNING

9:30 5 THE PULPIT—Religious Talk
Discussion by Dr. David Polish of the Free Synagogue, Evanston, Ill. Subject: "When I Have Time."

7 "THE YANKS ARE COMING"
MOVIE—Bandleader's attitude toward servicemen causes his entire band to join the army. Henry King, Mary Healy, Maxie Rosenbloom.

9:45 5 RELIGIOUS FILM
Father James Keller of the Christophers interviews Fred Allen.

9 FILM SHORT
"From Trees to Lumber."

10:00 5 SUNDAY FUNNIES
John Conrad reads the comics, and explains toys and games to kids.

9 "MEN OF SAN QUENTIN"
MOVIE—A determined warden sets out to reform a corrupt prison single-handed. Anthony Hughes, Eleanor Stewart, Dick Curtis.

10:30 2 LAMP UNTO MY FEET—Talks
"African Kaleidoscope." Guests, Rev. Gordon Fournier, Rev. Francis Glover and Rev. James R. Meade discuss the work of the White Fathers in Tanganyika territory, Africa.

5 "KING KELLY, U.S.A."
MOVIE—Musical starring Guy Robertson, Irene Ware, Edgar Kennedy.

11:00 2 TALENT SHOWROOM—Variety
Jim Conway emcees the talent.

7 Program Not Available

11:30 5 LIVE AND LEARN—Discussion
"Chicago's Museums." Guest, Col. Clifford C. Gregg, director of Chicago's Natural History Museum.

7 FAITH FOR TODAY—Religious
Rev. W. A. Fagel speaks.

9 SERIAL FILM
"Zorro Rides Again," part 1. A young man returns to his native Mexico to save the family property from falling into the hands of a ruthless international crook. John Carroll, Helen Christian and Duncan Renaldo.

12:00 2 FRANK REYNOLDS—News

5 KIDS KARNIVAL KWIZ—Fun
Art Hern narrates part of "Don Winslow of the Coast Guard."

7 JOHNNY JUPITER—Puppets
Science-fiction puppet adventures combining live people with "Jupiterean" characters.

9 "BORDER PHANTOM"
MOVIE—Chinese picture brides are smuggled across the Mexican border. Bob Steele, Don Barclay, Miki Merita.

12:15 2 YOUR FUTURE HOME—Ideas
Jack Callaghan comments.

12:30 2 "THANKS FOR LISTENING"
MOVIE—Pretty girl "boss" of gang of thieves is influential in convincing an innocent stooge to get a job in Reno. Pinky Tomlin, Maxine Doyle, Aileen Pringle.

5 FRONTIERS OF FAITH
Religious services.

7 AMATEUR HOUR—Talent
Bob Murphy is emcee.

1:00 5 HOW DOES YOUR GARDEN GROW?—Discussion & Movies
John Ott discusses "Dahlias" and shows time-lapse movie on growth of one from bulb to bloom.

9 BATTING PRACTICE-Warm Up
Announced by Harry Creighton.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:30 2 "STAGE DOOR CANTEEN"
MOVIE—Three soldiers meet and fall in love with three hostesses at a U.S.O. canteen. Lon McAllister, Judith Anderson, Kenny Baker.

5 NATIONAL SINGLES TENNIS CHAMPIONSHIP—Semi-Finals
Commentary by Jack Kramer and Bud Palmer.

7 WILD BILL HICKOK—Western
A girl disguised as a man saves Wild Bill's life in "Drama of Gun Running." Guy Madison and Andy Devine.

9 BASEBALL—Cubs vs. Cincinnati
Jack Brickhouse describes doubleheader from Wrigley Field.

2:00 5 CITY DESK—Discussion
William Ray moderates panel on Chicago city problems.

7 CISCO KID—Western Film
Ranchers' feud over water rights brings Cisco and Pancho to the scene where they discover an ambitious land-grabber's scheme. Duncan Renaldo and Leo Carrillo star.

2:30 7 ADVENTURES OF KIT CARSON
Bill Williams and Don Diamond star in "Wild Horses of Pala." A stampede of wild horses threatens to wipe out Kit and his friends.

HARTLINE and KIRCHNER
4 P.M. (7)

SUN
SEPT 6

3:00 2 Program Not Available
7 CARTOONS—Film Fun

3:30 2 LABOR, '53
Pre-Labor Day report designed to show the role of free labor in the U.S. today, in combatting Communism here and abroad and in maintaining Democracy the world over. Walter Cronkite narrates the documentary. Speakers: George Meany, President, AFL; Nelson Hale Cruikshank, AFL authority on social security, and Boris Shiskin, AFL economic expert.

5 ZOO PARADE—About Animals
R. Marlin Perkins and Jim Hurlbut visit with animals peculiar to the Central American countries and discuss how they adapted themselves to living there. (Who are the funniest animals on *Zoo Parade*? See next week's *TV Guide*).

7 BOB ATCHER SHOW—Kids Fun
Tale for kids with Sammy Squirrel.

3:45 9 POST GAME INTERVIEWS
Jack Brickhouse conducts.

4:00 2 Program Not Available

5 TV RECITAL HALL—Musical
Guest, cellist Joseph Schuster.

7 SUPER CIRCUS—Big Top Fun
Claude Kirchner presents the Flying Romas, high flying trapeze act; "Super Duper Super Circus Seats," quiz game; The Launer Twins, acrobatic contortionists; the Villenaves, unicycle and bicycle act; "The Second Grader," skit with Cliffy, Scampy, Nicky and Mary Hartline; and the Strong Trio, rope spinning and whip cracking act.

4:30 2 MAN OF THE WEEK—Talk
Guest, Walter Reuther, president of the CIO.

5 AMERICAN FORUM OF THE AIR
"What's the Answer To the Farm Problem?" Guests: James B. Patton, president of the National Farmers' Union, and Herschel D. Newson, master of the National Grange.

5:00 2 ADVENTURE—Educational
Features: (1) "The Fauna of Australia." Guests, Mr. and Mrs. Armand Denis. Mr. Denis is a noted wild-life photographer. (2) Report from the field: Dr. Edwin H. Colvert and Roubert Northshield report from the museum's fossil expedition.

CALLING

JOHNNY JUPITER

Debuting today

12:00 - 12:30 PM

For

FUN & FANTASY

Enjoy the adventures of

Johnny Jupiter
Ernest Duckweather
Reject the Robot

Sponsored By
M & M CANDIES

Channel 7 WBKB

ABC TELEVISION NETWORK

SEPT 6

*DYTCH and WILHELM
6 P.M. (2)

STERN
6:30 P.M. (5)

SULLIVAN and de WILDE
7 P.M. (2)

5 MEET THE PRESS—Discussion
Martha Rountree, Lawrence Spivak.

7 Program Not Available

5:30 2 YOU ARE THERE—Drama
"The Capture of John Wilkes Booth." Story of the actor-assassin of Abraham Lincoln who was cornered and captured as he emerged, wounded, from a barn in Virginia on April 26, 1865. David Stewart.

5 ROY ROGERS SHOW—Drama
"Go For Your Gun." Dale's young nephew develops a strong case of hero worship for an outlaw and Roy sets out to destroy his illusions.

7 FILM FESTIVAL—Drama

6:00 2 QUIZ KIDS—Joe Kelly, Emcee
Panel: Janet Ahern, 8; Sally Ann Wilhelm, 14; Melvyn Miles, 10; Frankie Vander Ploeg, 9; Pat Conlon, 16; and guest, Monica Lewis. *Harvey Dytch will not be seen.

5 PAUL WINCHELL SHOW
Dramatic skits with Jerry Mahoney, Paul, and dance team of Diane Sinclair and Ken Spaulding. Guest, screen star Viveca Lindfors.

7 YOU ASKED FOR IT—Requests
Art Baker presents unusual acts.

9 POST GAME MOVIE
Title Not Available.

6:30 2 YOUR PLAY TIME—Drama
A youngster "adopts" an empty mansion in order to make an impression on his playmates. Robert Paige, Mary Lawrence.

5 SUPER GHOST—Quiz Game
Moderator Dr. Bergen Evans with panelists Shirley Stern, Robert Pollack and Robert Merriam.

7 MOVIE—Title Not Available

7:00 2 TOAST OF THE TOWN
Ed Sullivan presents soprano Anna Marie Alberghetti, actor Brandon de Wilde, comic Jay Lawrence, juggler Bobby Winters, Sharkie the seal, and Chris Cross, novelty act.

5 BIG PAYOFF—Quiz For Men
Bess Myerson and Randy Merriman.

7:30 9 FRONT PAGE DETECTIVE
Edmund Lowe as columnist David Chase in mystery drama.

8:00 2 G.E. THEATER—Drama
"Twinkle, Twinkle Little Star," starring Marilyn Maxwell. An imaginative press agent dreams up a glamorous daily existence for his film celebrity client.

5 TV PLAYHOUSE—Drama
"Othello" by Shakespeare. The tragedy of the Moor of Venice, whose downfall was found in his jealousy and distrust of everyone around.

Cast

Othello .....Torin Thatcher
Iago .....Walter Matthau
Desdemona .....Olive Deering
Cassio .....Gene Lyons
Roderigo .....Jack Manning

7 WALTER WINCHELL—News
Gossip and news commentary.

9 ROCKY KING—Film Drama
"Cold Fire." When fire destroys a warehouse and kills a man, Rocky must determine whether it's arson or accident. Roscoe Karns.

8:15 7 ORCHID AWARD—Musical
Ronald Reagan with Gordon MacRea.

8:30 2 ARTHUR MURRAY PARTY
Guest: musical comedy star Nanette Fabray, comedian Will Jordan, and the Mayo Brothers, tap dancing act. Also guesting is Bill Hayes, star of "Me and Juliet."

7 ASK THE MAN—News, Sports
Jack Callaghan and Jack Drees.

9 PLAINCLOTHESMAN—Drama
"The Cat." The Plainclothesman (Ken Lynch) sets out to destroy an alibi and get a killer who loves cats but hates people.

9:00 2 THE WEB—Mystery Drama
"The Lake." A boathouse keeper's wife thinks herself the "lady of the lake" and tries to drown her husband. Henry Jones, Georgiann Johnson are featured.

5 NOTHING BUT THE BEST
Talent-variety show emceed by Eddie Albert. Guest, Martyn Green.

7 BILLY GRAHAM—Religious
Evangelistic services.

9 "DANGEROUS MILLIONS"
MOVIE—Group of remotely related heirs lay claim to fortune of shipping tycoon. Kent Taylor, Dona Drake, Tala Birell, Leonard Strong.

9:15 7 FILM SHORT

9:30 2 WHAT'S MY LINE?—Quiz
John Daly with Arlene Francis, Bennett Cerf, Dorothy Kilgallen and Steve Allen. (Find out about the British version of "What's My Line?" in next week's *TV Guide*).

WINCHELL
8 P.M. (7)

FRANCIS
9:30 P.M. (7)

S U N
SEPT 6

5 BIG PICTURE—Army Film
"The Seventh Army." On-the-spot report of life in Germany as experienced by American soldiers guarding that area.

7 TALENT PATROL—Variety
Arlene Francis femcees variety acts.

10:00 2 STOCK CAR RACES
Bob Drews announces races assisted by Ed Pazdur of *TV Guide*. *Sponsored by Household Finance Corp.*

5 CLINT YOULE—Weather

7 Program Not Available

9 CITY OF HOPE TELETHON
Jim Moran emcees 15-hour telethon for the benefit of tuberculosis, heart disease and cancer. Stars of stage, screen, radio and television will perform, including Jack Carson, Bob and Kay, Monica Lewis, Ames Bros., Nat "King" Cole, Fran Allison, Don McNeill, Herbie Mintz, Win Stracke, Albert Dekker, Walt Durbahn and Lee Phillip.

10:10 5 DORSEY CONNORS—Ideas

10:15 5 ALEX DREIER—News

7 Program Not Available

10:30 2 "BEDSIDE MANNER"
MOVIE—Doctor tries to convince his niece, also a doctor, to remain in a war-boom town and assist with the overworked practice. John Carroll, Ruth Hussey, Charles Ruggles, Ann Rutherford.

5 NORMAN BARRY—Sports
Franklyn MacCormick, Kay Westfall.

7 WRESTLING ON FILM
McShane vs. Starr. Wayne Griffin describes grunt 'n groan match.

11:00 5 "HISTORY IS MADE AT NIGHT"
MOVIE—Shipping magnate tries to prevent his wife's divorce by framing the man she is in love with. Charles Boyer, Jean Arthur, Leo Carrillo, Colin Clive.

11:50 7 COMMERCIAL—Film

12:00 2 "THIS WILL MAKE YOU WHISTLE"
MOVIE—Romance is interspersed with comedy and musical productions in a British setting.

7 "GIRLS IN CHAINS"
MOVIE—School teacher, who is fired from her job because her sister is married to a gangster, gets a teaching job in a girl's reformatory. Arline Judge, and Roger Clark.

9 TELETHON (Continued)

TONIGHT AT 10:00!

STOCK CAR RACING

Direct from Soldier Field

Roaring speed — dangerous crack-ups as the nation's top daredevils compete for cash prizes!

WBBM-TV
Channel 2

Presented by
HFC 75 **HOUSEHOLD FINANCE** *Corporation*

27 OFFICES IN THE CHICAGO AREA

MONEY WHEN YOU NEED IT

SEE PARADE OF
SHOW BIZ GREATS!

Jim Moran
M.C.

GIGANTIC
15 HOUR 'CITY OF HOPE'
TV Marathon

10 p.m. SUN.
thru
1 p.m. MON

For Benefit of Famed FREE Non-Sectarian TB, Heart and Cancer Medical Center

WIN! 1953 HUDSON SUPER JET!

Monday

SEPT 7

PARKS
1 P.M. (2)

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Musical-variety show with Billy Leach, Jean Williams, Shirley Ryan and Hal Kartun's six-piece instrumental group.

5 NOONTIME COMICS
Johnny Coons entertains the kids.

7 DEDICATION OF ST. PETER'S CHURCH

9 CITY OF HOPE TELETHON
(Continued until 1:00 P.M.)

12:25 2 LEE PHILLIP SHOW—Tips
News for the homemaker.

12:30 2 GARRY MOORE SHOW
Sketch on Labor Day. Song production: "A Couple of Song and Dance Men" with Garry, Durward Kirby and Ray Malone.

5 AFL-CIO RALLY
Harry S. Truman addresses a joint rally of the AFL and CIO in Detroit in a special Labor Day program. G. Mennen Williams, Governor of Michigan, introduces the former President of the United States.

1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz game.

5 BOB AND KAY SHOW—Variety
Bob Murphy and Kay Westfall with interviews, guests, comments and interesting chatter.

9 BATTING PRACTICE—Warm Up
Harry Creighton describes.

1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.

1:30 2 LINKLETTER'S HOUSEPARTY
Interviews, guests and chatter.

9 BASEBALL—Cubs vs. Milwaukee
Jack Brickhouse describes doubleheader from Wrigley Field.

2:00 2 BIG PAY OFF—Quiz Show
Randy Merriman and Bess Myerson co-emcee quiz for men.

5 TENNIS CHAMPIONSHIPS
Finals of the National Singles Tennis Title Matches. Commentary by Jack Kramer and Bud Palmer.

9 PAUL DIXON SHOW—Music
Musical pantomimes with Paul, Wanda Lewis and Sis Camp.

2:25 7 ULMER TURNER—News
News events around the world.

2:30 2 ACTION IN THE AFTERNOON
Western drama.

7 "COMMAND PERFORMANCE"
MOVIE—Stage idol's nerves cause a breakdown, and he runs away to join a gypsy camp. Arthur Tracy, Lilli Palmer, Mark Daly.

3:00 2 SHOPPING WITH O'RILEY
Patrick O'Riley and Lee Phillip with music, entertainment, and shopping tips for the ladies.

3:15 2 MUSIC COUNTER—Tunes
Popular tunes of the day, sung by Helen Lee and George Ramsby in a record shop setting.

3:30 2-5 THE U.N. IN ACTION
Ratification of Korean Armistice. (If Korean Armistice has been ratified by the Seventh General Assembly, regularly scheduled programs listed below will be presented.)

3:30 2 "WHEN KNIGHTS WERE BOLD"
MOVIE—Young Indian army subaltern unexpectedly falls heir to a title and a medieval castle. Jack Buchanan, Fay Wray, Garry Marsh.

3:45 9 POST GAME INTERVIEWS
Jack Brickhouse interviews fans and discusses events of the ballgame.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
"The Scheme To Flood America." When an ex-Nazi scientist discovers how to cause torrential rain and floods in any part of the world at any time, and selects parts of America to carry out his scheme, the Atom Squad sets out to find the source.

4:15 5 GABBY HAYES SHOW—Tales
"Gunpacker" part 1. Jack Randall.

4:30 5 HOWDY DOODY—Puppet Tale
Watch Howdy and his pals up to their old tricks. Bob Smith emcees with assistance from Clarabelle Clown.

4:55 7 COMMERCIAL—Film

5:00 2 GARFIELD GOOSE & FRIEND
Comedy movies and stories with the goose who thinks he's King of the United States, assisted by "friend" Frazier Thomas.

5 ELMER, THE ELEPHANT
Elmer welcomes John Conrad back from his vacation.

7 ANGEL CASEY—Film
"Laurel and Hardy" plus cartoon.

5:30 2 GENE AUTRY TIME—Film
Outlaws are brought to justice.

BOB and RAY
6:30 P.M. (5)

COMO
6:45 P.M. (2)

MON
SEPT 7

5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco the Clown, plus a film for the kiddies.

7 BOB ATCHER—Serial Film
Western feature, shown in part.

5:50 **5 JACK ANGELL—News**

6:00 **2 BOB ELSON—Sports**
Report on the world of sports.

5 CLINT YOULE—Weather
Temperatures and predictions.

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventures
The Space Pirate takes the Ranger to the prison planet. Al Hodge stars with Ben Lackland, Gerraine Raphael and Don Hastings.

6:05 **5 ALEX DREIER—News**
Report on news of the day.

6:10 **5 JOE WILSON—Sports**

7 JACK DREES—Sports

6:15 **2 JULIAN BENTLEY—News**

5 DORSEY CONNORS—Travel
Guest, A. Ferrari De Campos, Chicago Vice-Consul of Brazil.

6:20 **5 TONY WEITZEL—Comments**
Gossip and information about celebrities in Chicago.

6:25 **7 WAYNE GRIFFIN—Weather**
Temperatures and predictions.

6:30 **2 DOUGLAS EDWARDS—News**

5 BOB AND RAY SHOW—Satire
Bob Elliott and Ray Goulding.

7 FOCAL POINT—Film Shorts

9 SPENCER ALLEN—News

6:45 **2 PERRY COMO SHOW—Musical**
Perry, Fontane Sisters and the Ray Charles Chorus. Tunes: "Gambler's Guitar," "If You Were the Only Girl In the World," "Hey Joe" and "Song of Songs."

5 JOHN C. SWAYZE—News

7 FOCAL POINT—Film Shorts

9 SPENCER ALLEN—Local News

7:00 **2 BURNS AND ALLEN—Comedy**
Gracie takes a train ride, offers an invitation to dinner, and ends up trying to stop a murder. George Burns, Gracie Allen and Hary Von Zell.

5 NAME THAT TUNE—Quiz
Red Benson emcees comedy-musical quiz with vocalist Vicki Mills. Cash prizes are awarded contestants who give the correct titles to songs.

7 DOTTY MACK SHOW—Musical
Record pantomimes by Dotty.

PROFESSIONAL TV SERVICE

CHICAGO

southwest

FAST RADIO DISPATCHED DAY-NITE SER.
1805 W. 95th St. CEdarcrest 3-4677

near north

FRITZEL RADIO & TV LABORATORIES
454 W. North Ave. MIchigan 2-7100

northwest

ACE DAY & NIGHT TELEVISION SERVICE
4766 N. Milwaukee SPring 7-5110

FOSTER DAY & NIGHT TELEVISION SER.
2922 N. Milwaukee HUmboldt 9-0911

TV ASSOCIATES
4027 N. Pulaski COrnelia 7-5666

north

FRITZEL RADIO & TV LABORATORIES
1139 W. Wilson Ave. LOngbeach 1-0002

CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway LOngbeach 1-2250

FAST RADIO DISPATCHED DAY-NITE SER.
1409 W. Irving Pk. EAstgate 7-4120

CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. GRaceland 7-2844

southeast

FAST RADIO DISPATCHED DAY-NITE SER.
6321 S. University Ave. MIdway 3-9111

SOUTHSHORE DAY & NIGHT TV ENGS.
1977 E. 73rd St. NOrmal 7-0126

south

MASTER SERVICE CO.
1153 E. 82nd St. SOuth Shore 8-9282

west

EXPERT RADIO & TELEVISION SERVICE
321 N. Laramie ES 8-0656—AU 7-9181

MONDAY

SEPT 7

GODFREY
7:30 P.M. (2)

HADLEY
8 P.M. (2)

EDWARDS
8:30 P.M. (2)

MONTGOMERY
8:30 P.M. (5)

LOCKHART
9:30 P.M. (5)

9 BOYS' MAJOR LEAGUE
Jack Brickhouse describes.

7:30 2 GODFREY'S TALENT SCOUTS
Professional talent variety competition. A split screen is used in order for viewers to see both contestants in New York and Godfrey at his Leesburg, Virginia home.

5 VOICE OF FIRESTONE—Music
Guest soloist, tenor Robert Rounseville. Songs: "Strange Music," "Then You'll Remember," "Down By the Sally Gardens," "All The Things You Are," "Strike Up the Band," "Horse and Buggy" and "Ritual Fire Dance."

7 "THE YANKS ARE COMING"
MOVIE—Bandleader's attitude toward servicemen causes his entire band to join the army. Henry King.

8:00 2 RACKET SQUAD—Drama
Reed Hadley as Captain Braddock clears a businessman who has been framed in a phony murder setup.

5 JUVENILE JURY—Kids' Panel
Jack Barry moderates panel of young jurors, including Ronnie Molluzzo, 9, Mai-Lan Rogoff, 7, Richard Goodall, 10, and Elberta Fiderer, 6. (How Juvenile Jurors solve some tough cases. See page 15).

8:30 2 MASQUERADE PARTY—Quiz
Douglas Edwards is emcee, with panel: Ilka Chase, Peter Donald, Buff Cobb and Ogden Nash.

5 ROBERT MONTGOMERY
"Private Purkey's Private Peace." After VE day, a bunch of GI's draw up their own treaty of peace to submit to the Paris Peace Conference. *Sponsored by Lucky Strike.*

9 BOXING—Eastern Parkway
Orlando Zulueta vs. Paddy DeMarco (lightweights).
JIMMY POWERS' RATING: Zulueta is rated 3rd. Fights, 71. Won, 44. Lost, 18. Drew, 9. K.O.'s, 5. DeMarco is rated 4th. Fights, 75. Won, 65. Lost, 8. Drew, 2. K.O.'s, 7. This is a return match. Zulueta upset DeMarco at this club last October when he won an easy 10-round decision. This lightweight pairing may furnish a title contender for champion Jimmy Carter. Zulueta is an in and outer. When he should win with ease he looks like a novice. He has the ability to be top man in the division. DeMarco has just one weapon, a left hook to the body.

9:00 2 SUMMER THEATER—Drama
"Look Homeward, Hayseed." A radio announcer gets an emergency assignment to conduct a crack-of-dawn farm hour. Russell Nype, star of "Call Me Madam," is featured with Betsy Palmer. (See Jack Mabley's comments on page A-7).

7 PAUL HARVEY—News
Commentary on events of the world.

9:15 7 FOCAL POINT—Film Shorts

9:30 5 WHO SAID THAT?—Quiz
Moderator Walter Kiernan with June Lockhart and Frank Conniff try to guess "who said what."

7 BIG PICTURE—Army Film
"Research and Development."

9:45 9 ARCH WARD—Sports
Interviews with stars of the sports world. Guests are introduced by Vince Lloyd.

Reupholster & Restyle your Old Furniture

Save high replacement costs but still enjoy beautiful furniture . . . have your present furniture restyled and reupholstered with Lincoln custom-built workmanship. A wide selection of fabrics to choose from. Also custom made Slip Covers and Drapes at money saving prices
Up to 18 months to pay
Free pick-up within 50 miles

save on PRE FALL SALE as low as $1.25 per wk.

FOR FREE ESTIMATE AND SAMPLES
CALL **Cliffside 4-7575**
UPHOLSTERY CO.
3144 W. CERMAK ROAD

ALL WORKMANSHIP GUARANTEED *Lincoln*

ROBLE
10 P.M. (7)

KUPCINET
10:45 P.M. (2)

MON SEPT 7

10:00 2 **FAHEY FLYNN—News**
5 **CLINT YOULE—Weather**
Temperatures and predictions.
7 **STUDS AND CHET—Celebrities**
Informal entertainment with Studs Terkel and Chet Roble. Guest, Mahalia Jackson, Gospel singer.
9 **"DEADLINE FOR MURDER"**
MOVIE — (1st showing) Reporters track down stolen documents on the trail of year's biggest story. Kent Taylor, Paul Kelly, Sheila Ryan.

10:10 2 **LEE PHILLIP—Weather**
Prediction for tomorrow.
5 **DORSEY CONNORS—Ideas**
Dorsey's advice for tonight is "save those newspapers."

10:15 2 **JOHN HARRINGTON—Sports**
Reports on latest sports events.
5 **JACK ANGELL—News**

10:25 2 **ART MERCIER—Sports Tips**
Discussion for sportsmen.

10:30 2 **JOHN HARRINGTON—News**
5 **NORMAN BARRY—Sports**
7 **DR. FIXUM—Household Ideas**
Art Youngquist shows how to protect a refrigerator door that bumps into cabinets, how to remedy television picture that washes out when it rains, make a lawn aerator, gives tips on buying a used car, and shows how to light an oven with a coat hangar.

10:45 2 **IRV KUPCINET—Comments**
Gossip and interviews.
5 **HERBIE MINTZ—Musical**
Tunes, old and new.

11:00 2 **MOVIE—Title not available**
5 **"YOUNG AND WILLING"**
MOVIE—Amusing situations arise when a group of aspiring young actors share a New York apartment. William Holden, Eddie Bracken, Susan Hayward, Robert Benchley, James Brown, Martha O'Driscoll.
7 **ULMER TURNER—News**

11:10 7 **JACK EIGEN SHOW—Chats**
Interviews with celebrities.

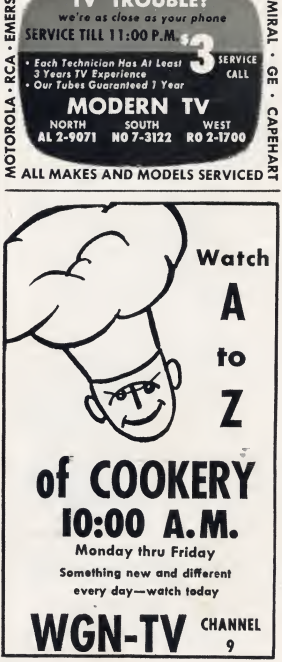
11:30 9 **LES NICHOLS—News**

11:45 9 **COMMERCIAL—Film**

12:00 2 **"ALASKA PATROL"**
MOVIE—Naval Intelligence officer impersonates an international spy.
7 **"BABY-FACE MORGAN"**
MOVIE—Gang of hoodlums use a typical country boy as their mob figurehead. Mary Carlisle, Wilfred Lawson, Mary Claire.

GREAT THEATRE
ROBERT MONTGOMERY
presents
YOUR LUCKY STRIKE THEATRE
Monday 8:30 pm · Channel 5

DUMONT · PHILCO · ZENITH · MUNTZ
MOTOROLA · RCA · EMERSON
ADMIRAL · GE · CAPEHART
TV TROUBLE?
we're as close as your phone
SERVICE TILL 11:00 P.M.
$3 SERVICE CALL
• Each Technician Has At Least 3 Years TV Experience
• Our Tubes Guaranteed 1 Year
MODERN TV
NORTH AL 2-9071 SOUTH NO 7-3122 WEST RO 2-1700
ALL MAKES AND MODELS SERVICED



Tuesday

SEPT 8

VAN
NOON (9)

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Musical variety show with Billy Leach, Jean Williams, Shirley Ryan and Hal Kartun's six-piece instrumental group.
5 NOONTIME COMICS
Johnny Coons entertains the kids.
7 HAPPY PIRATES—Kids' Fun
Tunes by "Two Ton" Baker.
9 HI LADIES—Interview Show
Jack Payne emcees with Jackie Van and Mike Douglas, vocalists.
12:25 2 LEE PHILLIP SHOW—Hints
Tips for the homemakers.
12:30 2 GARRY MOORE SHOW
Garry and the gang demonstrate how to get rid of guests who stay too late. Denise Lor and Ken Carson offer "Let's Walk That-A-Way."
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke and his guitar.
7 TIME FOR FUN—Kids' Show
Nick Francis and Bobo the dog.
12:45 9 BASEBALL WITH THE GIRLS
Interviews with Jack Brickhouse.
12:55 7 ULMER TURNER—News
1:00 2 I'LL BUY THAT—Panel
Mike Wallace emcees audience participation game with panelists.
5 BOB AND KAY—Variety
Interviews and commentary with Bob Murphy and Kay Westfall.
7 RUTH CROWLEY—Baby Care
Ruth gives tips on infant care.
9 "TWO WISE MAIDS"
MOVIE—Two elderly teachers are retained by their school because of their ability to handle unruly children. Donald Cook, Lila Lee, Jackie Searle.
1:15 7 STEWART BRENT—Discussion
Advice and information for women.
1:30 2 LINKLETTER'S HOUSEPARTY
Interviews, guests and chatter.
7 THE DOWDS—Discussion
Betty and Don Dowd talk about things of everyday interest.
2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson co-emcee quiz for men.
5 BREAK THE BANK—Quiz
Bud Collyer emcees the fun.
7 MOVIE QUICK QUIZ—Game
Dick "Two-Ton" Baker is emcee.
9 PAUL DIXON SHOW—Musical
Musical pantomimes with Paul, Wanda Lewis and Sis Camp.
2:15 7 MUSIC COMBO—Tunes
Popular tunes of the day.
2:25 7 ULMER TURNER—News
2:30 2 ACTION IN THE AFTERNOON
Western adventure.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors to the city of Chicago.
7 Program Not Available
3:00 2 SHOPPING WITH O'RILEY
Music with Patrick O'Riley and Lee Phillip, plus tips for the ladies.
5 ON YOUR ACCOUNT—Chats
Johnny Olson interviews.
7 MOVIE—Title not available
9 "GENTLEMAN FROM LOUISIANA"
MOVIE—Lad with a love for horses has a burning ambition to win success as a jockey. Eddie Quillan, Chic Sale, Charlotte Henry.
3:15 2 MUSIC COUNTER—Tunes
Songs by Helen Lee and George Ramsby in a record shop setting.
3:30 2-5 THE U.N. IN ACTION
Ratification of Korean Armistice. (If Korean Armistice has been ratified by the Seventh General Assembly, regularly scheduled programs listed below will be presented.
3:30 2 "GIRL WHO FORGOT"
MOVIE—College girl, whose mind is overstrained from examinations, suddenly finds herself on a train without luggage or a memory. Ralph Michael, Basil Radford, Enid Stamp Taylor, and Jeanne De Cassalis.
5 LADIES' CHOICE—Talent
Johnny Dugan emcees variety acts.
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
Serial shown in part, see Monday listing for synopsis.
7 SERIAL THEATER—Film
4:15 5 GABBY HAYES SHOW—Tales
"Gunpacker" part 2. Jack Randall.
4:30 5 HOWDY DOODY—Puppet Tale
Clarabelle, clown, amuses the kids.
7 Program Not Available
9 "HOMESTEADERS OF PARADISE VALLEY"
MOVIE—Red Ryder struggles to keep a gang of crooks from destroying ranchers' water supply.

SIMON
5:45 P.M. (9)

FROMAN
6:45 P.M. (2)

TUE
SEPT 8

4:55 7 **COMMERCIAL—Film**
5:00 2 **GARFIELD GOOSE & FRIEND**
More fun with the only goose who gets 15c a week allowance.
5 **ELMER, THE ELEPHANT**
John Conrad amuses the children with his intelligent elephant.
7 **ANGEL CASEY—Film**
"Charlie Chase" plus cartoon.
5:30 2 **GENE AUTRY TIME—Film**
Gene triumphs over outlaws.
5 **KIDS KARNIVAL KWIZ—Fun**
Art Hern as Natco the clown.
7 **BOB ATCHER—Serial Film**
"Trail of Terror," part 2. (See Monday listing for synopsis and cast.)
9 **ROBT. F. HURLEIGH—News**
5:45 9 **CURBSTONE CUT UP—Chats**
Ernie Simon conducts interviews in front of the Tribune Tower.
5:50 5 **JACK ANGELL—News**
6:00 2 **BOB ELSON—Sports**
5 **CLINT YOULE—Weather**
Temperatures and predictions.
7 **AUSTIN KIPLINGER—News**
9 **CAPTAIN VIDEO—Adventures**
Captain Video is trapped in a cave on the prison planet with the 2,000 missing passengers from the space liner Telemachus. Al Hodge stars with Ben Lackland, Gerraine Raphael and Don Hastings.
6:05 5 **ALEX DREIER—News**
6:10 5 **JOE WILSON—Sports**
Sports events of the day.
7 **JACK DREES—Sports**
6:15 2 **JULIAN BENTLEY—News**
5 **DORSEY CONNORS—Travel**
Visit to Mexico City.
6:20 5 **TONY WEITZEL—Comments**
Celebrities in town and what they're doing, as well as an interview.
6:25 7 **WAYNE GRIFFIN—Weather**
6:30 2 **DOUGLAS EDWARDS—News**
5 **EDDY ARNOLD SHOW—Music**
Songs and ballads by Eddy and the Dickens Sisters. Guests, Homer and Jethro, comedy musicians.
7 **BEULAH SHOW—Comedy**
Louise Beavers stars with David Bruce, Jane Frazee, Stuffy Singer.
9 **SPENCER ALLEN—News**
6:45 2 **JANE FROMAN SHOW-Musical**
Cast includes the Peter Birch dance group with Henry Sylvern's orchestra. Tunes: "There's a Great Day Comin' Manana," "Orchids In the Moonlight," "Vaya Con Dios."

"DRAGNET" RETURNS

TO RADIO OVER WMAQ

by WM. A. QUE

DRAGNET is back on the air; after a short summer layoff, this top-rated program has returned to **WMAQ** every Tuesday night at 8:00. Jack Webb, a standout performer in radio and TV, is back in the starring role of Sgt. Joe Friday, Los Angeles Police Department.

Jack Webb

As Webb and his side-kick, Ben Alexander playing the role of Officer Frank Smith, swing into action, you're all set for another 39 weeks of inimitable **Dragnet** drama. Manhunts for killers, "paper-pushers," looters and every other kind of criminal species existent are presented in factual fashion, completely stripped of that grisly, phony make-up of so many crime-mystery shows.

Keep this in mind about **WMAQ**'s broadcasts of **Dragnet**: *each show is original...never having been seen or heard elsewhere.*

* * * *

OK folks, let's get this straight. Dorothy Warenskjold, singing co-star with Gordon MacRae on the **Railroad Hour** (Mondays, 7:00 PM, **WMAQ**), would like very much for you listeners to get the name right. Dorothy says it isn't difficult to pronounce: just parlay two syllables —"warren" and "shold" (as in shoulder)—and you have it right! As far as this young lady is concerned I might add that the accent is on the wonderful vocalizing she does on the **Railroad Hour.**

Dorothy Warenskjold

—Adv.

SEPT 8

AUTRY
7 P.M. (2)

MURRAY
7 P.M. (9)

WARNER
7:30 P.M. (9)

FADIMAN
8 P.M. (2)

REINER
9:30 P.M. (7)

5 **JOHN C. SWAYZE—News**
9 **SPENCER ALLEN—Local News**

7:00 2 **GENE AUTRY SHOW—Western**
"Dry Gulch at Devil's Elbow." Gene and Pat are ambushed by a gang of outlaws anxious to locate a cache of bank loot.

5 **MY SON JEEP—Comedy**
Doc Allison almost finds himself heading a private banking institution when Jeep opens a special checking account. Martin Huston, Jeffrey Lynn and Ann Sargent.

7 **"TRAGEDY AT MIDNIGHT"**
MOVIE—Amateur detective's solutions of murders provide material for a network broadcast which embarrasses the police department. John Howard, Margaret Lindsay.

9 **BLIND DATE—Boy Meets Girl**
Jan Murray emcees young people vying for dates.

7:30 2 **WHEEL OF FORTUNE—Quiz**
Todd Russell emcees with Betsy Palmer as Girl Friday.

Still a record breaker! TV comedian George Gobel continues his smash engagement as the star of "What's My Act?" in the Empire Room of the Palmer House. George is top man on this panel show of fun, singing and dancing to the music of Henry King's orchestra. —Adv.

5 **WONDERFUL JOHN ACTON**
Story of an Irish family settled in Kentucky. Stars Luis Van Rooten, Harry Holcombe, Ian Martin, Pat Harrington, Virginia Dwyer, Jane Rose and Ronnie Walken.

9 **MUSIC SHOW—Tune Time**
Tunes by Jackie Van, Mike Douglas, Eleanor Warner, Henri Noel and Robert Trendler's orchestra.

8:00 2 **THIS IS SHOW BUSINESS**
Host Clifton Fadiman with George S. Kaufman, Sam Levenson and guest panelist Gloria Swanson. Performers: singer Toni Arden, comedian Jack E. Leonard and dancer Lou Wills Jr.

5 **FIRESIDE THEATER—Drama**
"Bless the Man." Story of Dr. Crawford Long who discovered the use of ether in surgery. Bill Bishop, Joyce Holden, Jonathan Hale.

7 **"BUFFALO BILL RIDES AGAIN"**
MOVIE—Syndicate stirs up the Indians to scare settlers of the oil land. Richard Arlen, Jennifer Holt.

9 **WRESTLING—Film**
Great Scott and Mr. Moto vs. the Garibaldi Brothers in tag match described by Jack Little.

8:30 2 **SUSPENSE—Drama**
"Reign of Terror." A young girl who is a victim of the French revolution finds herself doomed to face the guillotine. Stars Mexican screen star Miroslava with Leonard Barry.

5 **CIRCLE THEATER—Drama**
"Two Prisoners." A liberated prisoner-of-war discovers that he must readjust his own thinking in order to resume his former way of life.

9:00 2 **DANGER—Mystery Drama**
"The Boys On the Corner." A man who thought he was without fear because he wasn't afraid of recognized authority meets his downfall.

5 **JUDGE FOR YOURSELF-Variety**
Fred Allen emcees program combining the use of panels, talent and audience participation. Viewers get their chance to judge the talent.

9 **PLAY OF THE WEEK—Drama**
"Trouble on Pier 12." Sea captain is suspected of double murder until he hires a professional bodyguard with a beautiful girlfriend. Akim Tamiroff, John Howard, Rochelle Hudson.

PHILLIP
10:10 P.M. (2)

CONNORS
10:10 P.M. (5)

TUE
SEPT 8

9:30 2 YOUTH TAKES A STAND
Panel program featuring junior high school and high school students with moderator Charles Collingwood.
5 BOB CONSIDINE—News
Chatter, interviews and guests.
7 NAME'S THE SAME—Panel
Emcee Robert Q. Lewis with Joan Alexander, Carl Reiner and guest.
9 DOUG. FAIRBANKS, JR.—Film
Dramatic presentation.
9:45 4 "CANYON COUNTRY"—Film
10:00 2 FAHEY FLYNN—News
5 CLINT YOULE—Weather
Temperatures and predictions.
7 MOVIE—Title Not Available
9 "HELL IS SOLD OUT"
MOVIE—(1st showing) Woman invents a husband only to find he actually exists. Richard Attenborough stars.
10:10 2 LEE PHILLIP—Weather
Tomorrow's weather prediction.
5 DORSEY CONNORS—Ideas
Double duty bits.
10:15 2 JOHN HARRINGTON—Sports
5 JACK ANGELL—News
News events around the world.
10:25 2 ART MERCIER—Sports Tips
Discussion for sportsmen.
10:30 2 JOHN HARRINGTON—News
5 NORMAN BARRY—Sports
10:45 2 IRV KUPCINET—Comments
Chatter, interviews, and what's going on in Our Town.
5 HERBIE MINTZ SHOW—Music
Tunes, old and new.
11:00 2 MOVIE—Title not available
5 HARNESS RACING
Joe Wilson describes the sulky races from Maywood Park, Maywood, Ill.
7 ULMER TURNER—News
11:10 7 TOM DUGGAN—Comments
Interviews and chats.
11:30 9 LES NICHOLS—News
12:00 2 "ONE THIRD OF A NATION"
MOVIE—Young man inherits some tenements in the slums in which there has been a tragic fire. Sylvia Sidney, Leif Erikson, Hiram Sherman.
7 "HARVEST MELODY"
MOVIE—Girl goes to work on farm and gets young man to fall in love with her for a publicity stunt. Rosemary Lane, Johnny Downs.

SPECIAL TV OFFER

WONDERFUL GIFT
FREE
WITH EACH ORDER

YOUR WORN OUT FURNITURE LIKE NEW AGAIN

BEFORE

AFTER

Terms UP to 2 Years to Pay
10 Year Written Guarantee on ALL WORK

Sofa and Chair Restyled and Rebuilt AS LOW AS $39.50

Free Pick-up and Delivery Within 50 Miles of City

Famous HOME FURNISHINGS
3946 W. 26th St.
LAWNDALE 2-7300

How does Ralph Edwards keep his guest stars in the dark? . . . TV GUIDE congratulates Bill Hayes, star of "Me and Juliet" . . . picture story on Zoo Parade's clowns! . . . TV GUIDE reports on England's "What's My Line" show . . . many more features and color pictures!

Wednesday

O'RILEY
3 P.M. (2)

SEPT 9

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Musical-variety show with Billy Leach, Jean Williams, Shirley Ryan and Hal Kartun's six-piece band.
5 NOONTIME COMICS—Film
Johnny Coons amuses the kids.
7 HAPPY PIRATES—Kids' Fun
Songs by Dick "Two Ton" Baker.
9 HI LADIES—Jack Payne
Vocalists Jackie Van and Mike Douglas participate.
12:25 2 LEE PHILLIP SHOW—Tips
Household news for the ladies.
12:30 2 GARRY MOORE SHOW
Garry does a travesty on popular songs entitled, "She's Funny That Way." Ivan Sanderson exhibits a rare specimen. Denise Lor offers "Of Thee I Sing."
5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke with his guitar.
7 TIME FOR FUN—N. Francis
Nicky and Bobo, the woolly dog.
12:45 9 BASEBALL WITH THE GIRLS
Jack Brickhouse interviews feminine fans and wives of the players.
12:55 7 ULMER TURNER—News
1:00 2 DOUBLE OR NOTHING—Quiz
Bert Parks emcees quiz game.
5 BOB & KAY SHOW—Chats
Interviews, chatter and guests with Bob Murphy and Kay Westfall.
7 RUTH CROWLEY—Baby Care
Guest, Dr. Frederick L. Phillips, attending pediatrician at St. Luke's Hospital.
9 BATTING PRACTICE—Warm Up
Harry Creighton describes.
1:10 9 LEAD OFF MAN—Vince Lloyd
Interviews with players.
1:15 7 STEWART BRENT—Discussion
Advice and information for women.
1:30 2 LINKLETTER'S HOUSEPARTY
Interviews, guests and chatter.
7 THE DOWDS—Discussion
Betty and Don Dowd talk about things of every-day interest.
9 BASEBALL—Cubs vs. Pittsburgh
Jack Brickhouse describes.
2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.
5 BREAK THE BANK—Quiz
Emcee Bud Collyer.
7 MOVIE QUICK QUIZ—Game
Emcee is Dick "Two-Ton" Baker.
2:15 7 MUSIC COMBO—Tunes
Popular tunes of the day.
2:25 7 ULMER TURNER—News
2:30 2 ACTION IN THE AFTERNOON
Western drama.
5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors to the city of Chicago.
7 Program Not Available
3:00 2 SHOPPING WITH O'RILEY
Music with Patrick O'Riley and Lee Phillip, plus shopping tips for the ladies.
5 ON YOUR ACCOUNT—Chats
Johnny Olson interviews people with human interest stories to tell.
7 MOVIE—Title not available
3:15 2 MUSIC COUNTER—Tunes
Songs by Helen Lee and George Ramsby in a record shop setting.
3:30 2-5 THE U.N. IN ACTION
Ratification of Korean Armistice. (If Korean Armistice has been ratified by the Seventh General Assembly, regularly scheduled programs listed below will be presented.)
3:30 2 "WALTZ TIME"
MOVIE—English society decides to try the gay Viennese way of life. Carrol Raye and Patricia Medina.
5 LADIES' CHOICE—Talent
Johnny Dugan emcees variety.
3:45 9 POST GAME INTERVIEWS
Jack Brickhouse conducts.
3:55 7 ULMER TURNER—News
4:00 5 ATOM SQUAD—Adventures
Serial shown in part, see Monday listing for synopsis.
7 SERIAL THEATER—Film
9 POST GAME MOVIE
Title not available.
4:15 5 GABBY HAYES SHOW—Tales
"Gunpacker" part 3. Jack Randall.
4:30 5 HOWDY DOODY—Puppet Tale
Bob Smith emcees the puppet antics.
7 Program Not Available
9 "EL PASO KID"
MOVIE—Western with Sunset Carson and Marie Harmon. A young outlaw finds that crime doesn't pay.
4:55 7 COMMERCIAL—Film
5:00 2 GARFIELD GOOSE & FRIEND
Funny movies today in Garfield's Little Theater.
5 ELMER THE ELEPHANT
John Conrad entertains the children with his intelligent elephant.

ATCHER
5:30 P.M. (7)

WILSON
6:10 P.M. (5)

W E D SEPT 9

7 ANGEL CASEY—Film
Cartoon for the children.

5:15 7 ROOTIE KAZOOTIE—Puppets
Emcee Todd Russell with Mr. Deetle Dootle and Rootie.

5:30 2 GENE AUTRY TIME—Film
Gene triumphs over outlaws.

5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco, the clown.

7 BOB ATCHER—Serial Film
"Trail of Terror," part 3. (See Monday listing for synopsis and cast.)

9 ROBT. F. HURLEIGH—News

5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon conducts interviews in front of the Tribune Tower.

5:50 5 JACK ANGELL—News

6:00 2 BOB ELSON—Sports
Events in the world of sports.

5 CLINT YOULE—Weather
Predictions for tomorrow.

7 AUSTIN KIPLINGER—News

9 CAPTAIN VIDEO—Adventures
The Telemachus starts back to Earth with the Space Pirate at the controls and Craig on board, under the influence of drugs.

6:05 5 ALEX DREIER—News

6:10 5 JOE WILSON—Sports
What's new in the world of sports.

7 JACK DREES—Sports

6:15 2 JULIAN BENTLEY—News
Events around the world.

5 DORSEY CONNORS—Travel
Tour of the Virgin Islands.

6:20 5 TONY WEITZEL—Comments
Interview with a guest.

6:25 7 WAYNE GRIFFIN—Weather
Temperatures and predictions.

6:30 2 DOUGLAS EDWARDS—News

5 EDDIE FISHER SHOW—Tunes
Guest, singer Fran Warren.

7 DATE WITH JUDY—Comedy
"The Wedding." Mr. Foster decides to finance the impending wedding of his favorite niece and precipitates a romantic rift. Mary Linn Beller, Jimmy Sommer, John Gibson, Flora Cambell and Peter Avramo.

9 SPENCER ALLEN—News

6:45 2 PERRY COMO SHOW—Musical
Perry, Fontane Sisters and the Ray Charles Chorus. Tunes: "Would You Like to Take a Walk," "Crying In the Chapel," "Ebb Tide" and "September Song."

5 JOHN C. SWAYZE—News

9 SPENCER ALLEN—News

Do As The Stars Do!

No wonder so many of your favorite TV stars read, use and *recommend* the new, four color TV GUIDE. Like you, they find TV GUIDE's complete program listings and exciting features mean *top* televiewing pleasure.

If you are not already a subscriber—take a tip from the stars and start TV GUIDE coming to your home each week.

SPECIAL INTRODUCTORY OFFER
30 ISSUES for only $3

TV GUIDE

--FILL IN AND MAIL TODAY--

TV GUIDE (CG)
P. O. Box 8019
400 N. Broad St., Philadelphia 1, Pa.

Yes, enter my subscription to the new TV GUIDE at the special Introductory Rate of 30 weeks for only $3. My $3 is enclosed.

☐ New ☐ Renewal (9-4)

Name .....

Address .....

City ..... Zone .... State .....

This order may be given to your newsdealer or mailed to TV GUIDE's subscription office in Philadelphia.

W E D N E S D A Y

SEPT 9

STORM
7:30 P.M. (5)

HULL
8 P.M. (2)

MEADOWS and MOORE
8:30 P.M. (2)

LIBERACE
9:30 P.M. (9)

7:00 2 ARTHUR GODFREY & FRIENDS
Marion Marlowe, Frank Parker, Julius LaRosa, Lu Ann Simms, Haleloke, Janette Davis, the McGuire Sisters and the Mariners.
5 I MARRIED JOAN—Comedy
Joan and Brad aid the waning romance of a sixteen-year-old visitor. Joan Davis and Jim Backus.
7 LAUREL AND HARDY TIME
Comedy films.
9 "BROADWAY BIG SHOT"
MOVIE—News reporter goes to prison to get an embezzlement story.
7:30 5 MY LITTLE MARGIE—Comedy
Margie tags along with her father when he returns to college for a class reunion and causes him untold trouble and embarrassment. Gale Storm and Charles Farrell.
Sponsored by Scott Paper Company.
7 STU ERWIN SHOW—Comedy
Father Stu doesn't have a chance among his wife June and two teenage daughters.

THEY'RE BACK!

"MY LITTLE MARGIE"

with Gale Storm and Charles Farrell

NOW 7:30pm Sept 9

WNBQ

Channel 5

sponsored by

SCOTT PAPER COMPANY

8:00 2 STRIKE IT RICH—Quiz
Warren Hull emcees "helping hand" celebrities who participate for needy persons unable to appear on program.
5 KRAFT THEATER—Drama
"Double In Ivory." A former child prodigy, trying to make a comeback, meets a child with talent comparable to hers and tries to save her from the frustrations she knew. Beverly Whitney, Robert Pastene, Lee Remick, Joe Maross.
7 FOCAL POINT—Film Shorts
9 Program Not Available
8:15 7 FILM SHORT
8:30 2 I'VE GOT A SECRET—Panel
Garry Moore returns as emcee. Panel: Faye Emerson, Bill Cullen, Jayne Meadows and Henry Morgan.
7 INVITATION PLAYHOUSE
9 ON YOUR WAY—Quiz Game
Bud Collyer emcees. Studio contestants are given the opportunity to win bus transportation, travel attire and travel necessities to the points of their choice. A guest celebrity poses the jackpot question which nets an airplane trip for the winner.
8:45 7 FOCAL POINT—Film Shorts
9:00 2 BOXING—From San Francisco
Johnny Gonzalves vs. Henry Davis (lightweights).
JIMMY POWERS' RATING: Gonzalves is rated 1st. Fights, 38. Won, 29. Lost, 7. Drew, 2. K.O.'s 5. Davis is rated 7th. Fights, 62. Won, 46. Lost, 11. Drew, 5. K.O.'s 14. This is a rubber match. Both boys scoring victories via the kayo route in previous meetings. Gonzalves is a treat to watch. He jabs, moves and then counters like a picture fighter. He has been on the sidelines a few months, which may be the big factor down the home stretch, whereas Davis has been to the well against tough opposition.
5 THIS IS YOUR LIFE—Edwards
Ralph Edwards presents the life story of actress Fifi D'Orsay. (How does Ralph trick the stars? See next week's *TV Guide*).
7 WRESTLING FROM RAINBO
Wayne Griffin describes matches.
9 PRESS CONFERENCE—Debate
Moderator Lee Schooler and panel of Chicago newsmen.

MINTZ
10:45 P.M. (5)

TURNER
11 P.M. (7)

W
E
D
SEPT 9

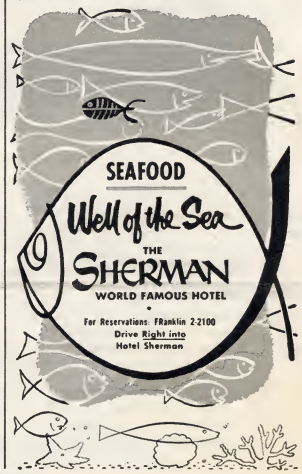
9:30 5 THE UNEXPECTED—Drama
The loyalty of a wife makes the "other man" realize that he too has a "Code of Honor." Louis Jean Heydt, Jean Byron, Douglas Kennedy.
9 LIBERACE SHOW—Musical
Favorite piano melodies.
9:45 2 SPORTS SPOT—Review
10:00 2 FAHEY FLYNN—News
5 CLINT YOULE—Weather
Temperatures and predictions.
7 "SKY DRAGON"
9 "TUNA CLIPPER"
MOVIE—To help pay for a friend's gambling debt, a teen-aged boy accepts work on a Portuguese fishing boat. Roddy McDowell, Elena Verdugo, Roland Winters, Rick Vallin, Dickie Moore.
10:10 2 LEE PHILLIP—Weather
5 DORSEY CONNORS—Tips
Easier shoe cleaning.
10:15 2 JOHN HARRINGTON—Sports
5 JACK ANGELL—News
10:25 2 ART MERCIER—Sports Tips
Discussion for sportsmen.
10:30 2 JOHN HARRINGTON—News
5 NORMAN BARRY—Sports
10:45 2 IRV KUPCINET—Comments
Gossip and interviews.
5 HERBIE MINTZ SHOW—Music
Tunes, old and new.
11:00 2 "LEAVENWORTH CASE"
MOVIE—Hard-of-hearing old maid unravels a murder mystery. Donald Cook. Jean Bouverol, Norman Foster.
5 "RED HEAD"
MOVIE—Young man and his girl plot to obtain $20,000 from the boy's father, who they think will buy off the bride. Johnny Downs, June Lang.
7 ULMER TURNER—News
11:10 7 TOM DUGGAN—Comments
Interviews and chats.
11:30 9 LES NICHOLS—News
2:00 2 "BACK DOOR TO HEAVEN"
MOVIE — Handicapped childhood leads to murder and prison. Aline McMahon, Jimmy Lydon, Stu Erwin, Van Heflin.
7 "INVISIBLE KILLER"
MOVIE—Detective is assigned to a case in which men meet violent death when they use a telephone. Grace Bradley and Roland Drew.

BETTER TASTE— MORE CUPS

STEWARTS' quality blend of fancy aged coffees has greater body and flavor — makes many more cups per pound.

$3 **ACE TELEVISION**
4766 N. MILWAUKEE AVE.
SPring 7-5110
CALL US ... *ANY TIME*
DAY—NIGHT—SUNDAYS

All Bonded Technicians
90-Day Warranty
SOUTH & WEST
NE vada 8-0688



Thursday

SEPT 10

MORNING PROGRAMS ON PAGE A-14

12:00 2 LUNCHEON WITH BILLY
Musical-variety show with Billy Leach, Jean Williams, Shirley Ryan and Hal Kartun's six-piece band.

5 NOONTIME COMICS—Film
Johnny Coons narrates a film.

7 HAPPY PIRATES—Kids' Fun
"Two Ton" and Squawky the parrot.

9 HI LADIES—Jack Payne
Interviews and songs by Mike Douglas and Jackie Van.

12:25 2 LEE PHILLIP SHOW—Hints
News and tips for the ladies.

12:30 2 GARRY MOORE SHOW
Garry does a skit on a meek husband who takes his wife along on a male shopping tour.

5 ANIMAL PLAYTIME—Kids' Fun
Win Stracke entertains the kids.

7 TIME FOR FUN—Kids' Show
Nick Francis and Bobo cut capers.

12:45 9 BASEBALL WITH THE GIRLS
Interviews with Jack Brickhouse.

12:55 7 ULMER TURNER—News

1:00 2 I'LL BUY THAT—Panel
Mike Wallace emcees.

5 BOB & KAY SHOW—Chats
Interviews, chatter and guests with Bob Murphy and Kay Westfall.

7 RUTH CROWLEY—Baby Care
Tips on the care of infants.

9 "CIRCUS GIRL"
MOVIE—Two brothers, trapeze artists, fall in love with the same girl. June Travis, Bob Livingston, Donald Cook.

1:15 7 STEWART BRENT—Discussion
Advice and information for women.

1:30 2 LINKLETTER'S HOUSEPARTY
Interviews, guests and chatter.

2:00 2 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

5 BREAK THE BANK—Quiz
Emcee Bud Collyer.

7 MOVIE QUICK QUIZ—Game
Dick "Two-Ton" Baker emcee.

9 PAUL DIXON SHOW—Music
Musical pantomimes by Paul, Wanda Lewis and Sis Camp.

2:15 7 MUSIC COMBO—Tunes
Popular tunes of the day.

2:25 7 ULMER TURNER—News

2:30 2 ACTION IN THE AFTERNOON
Western drama.

5 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors to the city of Chicago.

7 Program Not Available

3:00 2 SHOPPING WITH O'RILEY
Songs by Patrick O'Riley with Lee Phillip and shopping tips.

5 ON YOUR ACCOUNT—Chats
Interviews with Johnny Olson

7 MOVIE—Title not available.

9 "SHOULD HUSBANDS WORK?"
MOVIE—Man is about to be promoted to a responsible position when his wife accidentally gives out secret company information. James and Lucille Gleason.

3:15 2 MUSIC COUNTER—Tunes
Helen Lee and George Ramsby sing.

3:30 2-5 THE U.N. IN ACTION
Ratification of Korean Armistice. (If Korean Armistice has been ratified by the Seventh General Assembly, regularly scheduled programs listed below will be presented.)

3:30 2 "JUGGERNAUT"
MOVIE — Experiment-crazed doctor is forced to abandon his fanatical ambition through lack of funds. Boris Karloff, Joan Wyndham.

5 LADIES' CHOICE—Talent
Johnny Dugan emcees variety.

3:55 7 ULMER TURNER—News

4:00 5 ATOM SQUAD—Adventures
Serial shown in part, see Monday listing for synopsis.

7 SERIAL THEATER—Film

4:15 5 GABBY HAYES SHOW—Tales
"Gunpacker" part 4. Jack Randall.

4:30 5 HOWDY DOODY—Puppet Tale
Watch Howdy and his pals up to their old tricks. Bob Smith emcees.

7 Program Not Available

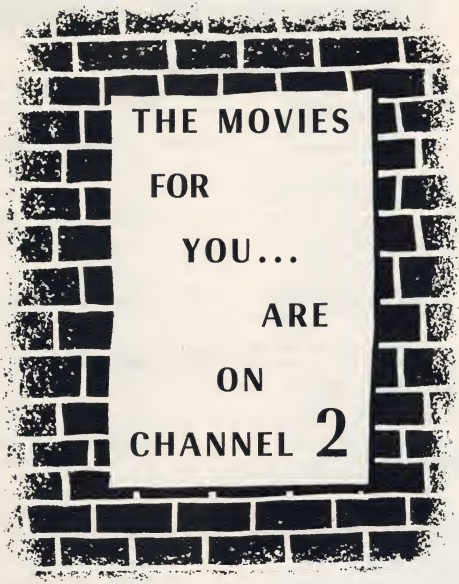
9 "COME ON COWBOYS"
MOVIE—Mesquiteers try to clear an innocent party and find a counterfeiter for the sheriff. Bob Livingston, Ray Corrigan, Max Terhune.

4:55 7 COMMERCIAL—Film

5:00 2 GARFIELD GOOSE & FRIEND
Laughs galore with the gander who thinks he's "people."

5 ELMER, THE ELEPHANT
John Conrad entertains the children with his intelligent elephant.

7 ANGEL CASEY—Film
"Charlie Chase" plus cartoon.



SIT BACK...RELAX...AND ENJOY THE
BEST IN MYSTERIES, COMEDIES, DRAMAS
AND MUSICALS

MONDAY THRU FRIDAY

AT

11:00 PM

SPONSORED BY
NATIONAL CREDIT CLOTHIERS — GOOD HOUSEKEEPING SHOPS
M.B. AUTO SALES

WBBM-TV

THURSDAY

SEPT 10

ARNOLD
6:30 P.M. (5)

GROUCHO
7 P.M. (5)

POWELL
7:30 P.M. (2)

WEBB
8 P.M. (5)

REAGAN
8:30 P.M. (5)

5:30 2 GENE AUTRY TIME—Film
Gene struggles with bandits.
5 KIDS' KARNIVAL KWIZ—Fun
Art Hern as Natco the Clown.
7 BOB ATCHER—Serial Film
"Trail of Terror," part 4. (See Monday listing for synopsis and cast.)
9 ROBERT F. HURLEIGH—News
5:45 9 CURBSTONE CUT UP—Chats
Ernie Simon conducts interviews in front of the Tribune Tower.
5:50 5 JACK ANGELL—News
6:00 2 BOB ELSON—Sports
5 CLINT YOULE—Weather
Temperatures and predictions.
7 AUSTIN KIPLINGER—News
9 CAPTAIN VIDEO—Adventure
Captain Video escapes from the prison planet and races Earthward to bring help to the imprisoned passengers. Al Hodge stars.
6:05 5 ALEX DREIER—News
6:10 5 JOE WILSON—Sports
7 JACK DREES—Sports
Events in the world of sports.
6:15 2 JULIAN BENTLEY—News
5 DORSEY CONNORS—Travel
A visit to Rome, Italy.
6:20 5 TONY WEITZEL—Comments
General data and an interview.
6:25 7 WAYNE GRIFFIN—Weather
6:30 2 DOUGLAS EDWARDS—News
News around the world.
5 EDDY ARNOLD SHOW—Music
Ballads and folk songs with the Dickens Sisters and Eddy.
7 LONE RANGER—Western
"Outlaw's Son."
9 SPENCER ALLEN—News
6:45 2 JANE FROMAN SHOW-Musical
Peter Birch dance group with Henry Sylvestern's orchestra. Tunes: "Steppin' Out With My Baby," "I'm Your Girl," "Everybody Has a Favorite Song" and "P.S. I Love You."
5 JOHN C. SWAYZE—News
9 SPENCER ALLEN—Local News
Local events of interest.
7:00 2 TAKE A GUESS—Quiz
Moderator John McCaffrey with Ernie Kovacs, Dorothy Hart, Robin Chandler and Hans Conreid.
5 THE BEST OF GROUCHO
Final show of the summer series has Groucho quipping with a ski shop girl.
7 Program Not Available
9 "BENEATH WESTERN SKIES"
MOVIE—Loss of memory convinces a man that he belongs to gang of crooks. Bob Livingston.
7:30 2 FOUR STAR PLAYHOUSE
"The Hard Way" with Dick Powell, Regis Toomey, Jack Elam. A U. S. Marshal sets out after a notorious desperado.
5 TREASURY MEN IN ACTION
"Case Of the Greasy Palm." A flagrant extortionist terrorizes laundry owners with threats of labor trouble. Walter Greaza stars as "Chief of the Bureau."
7 DOORWAY TO DANGER-Drama
Agent Doug Carter (Stacy Harris) joins a gang of counterfeiters in the line of duty.
8:00 2 VIDEO THEATER—Drama
"Second Meeting." A bitter vindictive man discovers that his hunting lodge partner's bride is the girl who jilted him ten years before. Frank Lovejoy and Arleen Whelan.
5 DRAGNET—Police Drama
Sgt. Friday (Jack Webb) is assigned to find a man who has failed to return home from work. Ben Alexander stars as Frank Smith, Friday's assistant.
7 QUICK AS A FLASH—Quiz
Bud Collyer emcees quiz game. Guest panelists: Jimmy Nelson with Danny O'Day and June Lockhart.
9 STOCK CAR RACES—Action
Jack Brickhouse announces from Santa Fe Park in suburban Chicago.
8:30 2 BIG TOWN—Drama
A woman's strange gamble to rewin her husband, an amnesia victim, and thus preserve her marriage and family. Jane Nigh and Pat McVey as Lorelei Kilbourne and Steve Wilson of the Illustrated Press.
5 FORD THEATER—Film Drama
"First Born" starring Ronald Reagan, Nancy Davis and Tommy Rettig. A married couple are faced with the problem of winning the affection of the husband's young son by a previous marriage.
7 RAMAR OF THE JUNGLE
Jon Hall in "Forbidden Village." The plague breaks out in a native village which has been forbidden to white men.

TAYLOR
9:30 P.M. (9)

YOULE
10 P.M. (5)

GRIFFIN
10:25 P.M. (7)

BARRY
10:30 P.M. (5)

ELSON*
11 P.M. (2)

8:45 7 FOCAL POINT—Film Shorts

9:00 2 PENTAGON U.S.A.—Drama
Dramatic documentary based on actual files of the United States Army Criminal Investigation Department. (See Jack Mabley's comments on page A-7).

5 MARTIN KANE, PRIVATE EYE
Mark Stevens as Private Detective Kane pursues the never ending fight against crime.

7 PAUL HARVEY—News
Commentary on events in the news.

9:15 7 FOCAL POINT—Film Shorts

9:30 2 PLACE THE FACE—Quiz Game
Jack Smith emcees the fun.

5 FOREIGN INTRIGUE—Drama
"The Code Room." Robert Cannon (Jerome Thor) finds himself entangled with the French Foreign Office when a change in routine results in the loss of the nation's top secret code book.

7 JEWELERS SHOWCASE—Drama

9 BOSTON BLACKIE—Drama
A missing body leads Blackie to the trail of vicious blackmailers. Kent Taylor stars with Lois Collier and Frank Orth.

10:00 2 FAHEY FLYNN—News

5 CLINT YOULE—Weather
Temperatures and predictions.

7 MOVIE—Title not available

9 "ARSON RACKET SQUAD"
MOVIE—Entire town is terrorized by a group of arsonists to whom they are forced to pay protection money. Robert Livingston, Jackie Moran.

10:10 2 LEE PHILLIP—Weather

5 DORSEY CONNORS—Ideas
Workshop knicknacks.

10:15 2 JOHN HARRINGTON—Sports
Events in the world of sports.

5 JACK ANGELL—News

10:25 2 ART MERCIER—Sports Tips
Discussion for sportsmen.

7 WAYNE GRIFFIN—Weather

10:30 2 JOHN HARRINGTON—News

5 NORMAN BARRY—Sports

7 WHAT'S YOUR QUESTION-Talk
Art Youngquist answers queries and discusses problems of homemakers.

10:45 2 IRV KUPCINET—Comments
Gossip, interviews, and what's going on in Chicago.

5 HERBIE MINTZ SHOW—Music
Melodies, old and new.

7 "ISLE OF FORGOTTEN SINS"
MOVIE—Deep sea divers fight over three million dollars in sunken treasure. John Carradine.

11:00 2 "PEOPLE'S ENEMY"
*(Replaces Bob Elson's sports show). MOVIE—Racketeer who is sent to prison for income tax evasion escapes to seek revenge upon a crooked politician. Melvyn Douglas, Preston Foster, Charles Coburn.

5 HARNESS RACING
Joe Wilson describes the sulky races from Maywood Park, Maywood, Ill.

7 ULMER TURNER—News

9 "THE DALTON GANG"
MOVIE—A vicious gang terrorizes the countryside. Don Barry.

11:10 7 TOM DUGGAN—Comments

11:45 5 FACES IN THE WINDOW
Ken Nordine narrates tale.

12:00 2 "CITY OF MISSING GIRLS"
MOVIE—Art school is used as a "front" for obtaining nightclub girls.

THURSDAY 9:30 PM

Boston Blackie

Sponsored by Necchi Sewing Machine

WGN-TV CHANNEL 9

WTMJ-TV · Channel 4 · Milwaukee, Wis

Central Standard Time

WEEKDAY MORNINGS

8:00 DING DONG SCHOOL
Dr. Frances Horwich conducts nursery for pre-school children.

8:30 GLAMOUR GIRL—Beauty Aids
Harry Babbitt emcees audience participation show. Winner receives free beauty treatment and appears on next day's show.

9:00 GARRY MOORE—Variety
Fri: Steve Allan subbing for Garry. Entire company does "Wait Till the Sun Shines, Nellie."
Mon: Garry returns from his vacation and stars in skit, "Hand Me Down My Walkin' Cane." Explorer Ivan Sanderson exhibits a rare animal. Denise Lor and Ken Carson featured in song productions: "Did You Ever Cross Over to Snedon's," and "I'm Glad."
Wed: Garry gives his impression of possible British TV commercials. Ken Carson sings "What Is This Thing Called Love" and Denise Lor offers "Deep In My Heart." Ed Rickard presents shadow thumbnail sketches.

ARTHUR GODFREY & FRIENDS
Tues. & Thurs: Arthur and the gang, including Marion Marlowe, Frank Parker, Julius LaRosa, Lu Ann Simms, Janette Davis, Haleloke, the Maguire Sisters and the Mariners.

9:30 STRIKE IT RICH—Quiz Show
Mon., Wed. and Fri: Warren Hull emcees quiz game with a guest celebrity acting as "helping hand" for a needy person unable to appear on show.

10:00 GORDON THOMAS—Variety
Musical numbers and interviews in the outdoor studio.

10:45 BRIDE AND GROOM—Wedding
A real wedding on TV emceed by John Nelson who interviews the young couple. Wedding songs by Phil Hanna.

11:00 WHAT'S NEW IN THE KITCHEN
Home economists Breta Griem and Nancy Vorpagel with new ideas.

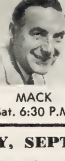
11:45 LET'S LOOK AT THE NEWS

"Commercial?"

FRIDAY, SEPTEMBER 4

12:00 DOUBLE OR NOTHING—Quiz
12:30 BILL CARLSEN—Weather
12:35 BOB HEISS—Interviews
1:00 BIG PAYOFF—Quiz For Men
1:30 WELCOME TRAVELERS—Chats
2:00 ON YOUR ACCOUNT—Variety
2:30 THE U.N. IN ACTION
Ratification of the Korean armistice. Commentary by Henry Cassidy and Peter Stursberg.
3:00 BEULAH DONOHUE—For Women
3:30 HOWDY DOODY—Puppet Fun
4:00 SUPER CIRCUS—Big Top Fun
4:30 FOREMAN TOM—Western Films
Stories and comments by Foreman Tom of the B-Square Ranch.
5:00 SPORTS PICTURE—News
5:15 LET'S LOOK AT THE NEWS
5:25 BILL CARLSEN—Weather
5:30 BLUE ROOM ENSEMBLE—Music
5:45 JOHN C. SWAYZE—News
6:00 THE GOLDBERGS—Domestic Comedy
Jake has an argument with his partner when he decides that he wants to be the outside man in the business instead of being the inside man. Gertrude Berg as Molly with Robert Harris as Jake.
6:30 INTERLUDE—Drama
"Bottsford's Beanery," with Candy Candido and Joe Sawyer. An elderly gentleman gets mixed up with gangsters eager to force a slot machine in his restaurant.
7:00 PLAYHOUSE OF STARS—Drama
"The Perfect Secretary." An architect and his secretary are an unbeatable business combination until an office party makes him realize that love can complicate matters beyond the help of the most astute efficiency expert. Margaret Hayes and John Newland star.
7:30 TV SOUNDSTAGE—Drama
"The Square Hole" with Art Carney and Dorothy Sands. A family man is handcuffed to a job he hates.
8:00 BOXING—From New York
Lulu Perez vs. Dave Gallardo. (See Chicago program for details.)
8:45 YESTERDAY'S NEWSREEL—Film
9:00 PENTAGON U.S.A.—Drama
"Tank Shipment." The U. S. Army is alerted to sabotage and espionage when secret maps and documents are found on the dead body of a laborer.
9:30 LET'S LOOK AT THE NEWS
9:40 BILL CARLSEN—Weather
9:45 GREATEST FIGHTS OF THE CENTURY
10:00 DOIN' THE TOWN—Variety
10:30 CITY DETECTIVE SHOW—Drama
"On the Record."
11:00 ANYONE CAN WIN—Quiz
Al Capp emcees quiz game.
11:30 TOM MERCEIN SHOW—Variety
12:00 LET'S LOOK AT THE NEWS
12:05 "COUNTER PUNCH"
MOVIE—Joe Kirkwood and Elyse Knox.

HINKLEY
Sat. 3 P.M.



MACK
Sat. 6:30 P.M.

CARMICHAEL
Sat. 7 P.M.

ROGERS
Sun. 12:30 P.M.

ALLEN
Sun. 8:30 P.M.

SATURDAY, SEPTEMBER 5

8:30 SMILIN' ED McCONNELL—Stories

9:00 SPACE PATROL—Adventures

9:30 Program Not Available

0:00 BIG TOP—Circus Show

1:00 BRETA GRIEM—Recipes

2:00 WILD BILL HICKOK—Western

2:30 FEARLESS FOSDICK—Mystery

1:00 LET'S LOOK AT THE NEWS

1:15 ECHOES FROM THE HILLS
Songs by Dick Hiorns.

1:30 TALENT PATROL—Variety

2:00 IN THE PUBLIC INTEREST

2:30 BIG PICTURE—Army Film

3:00 HOT SHOT REVUE—Variety
Gordon Hinkley with Joe Shott and his Hot Shots.

4:00 LONE RANGER—Adventures

4:30 CISCO KID—Tale Of The West

5:00 SPORTS PICTURE—News

5:15 LET'S LOOK AT THE NEWS

5:25 BILL CARLSEN—Weather

5:30 ETHEL AND ALBERT—Comedy
Albert catches a prize fish and as a result, trouble catches Albert. Peg Lynch and Alan Bunce star.

6:00 SAMMY KAYE SHOW—Musical
Would-be conductors are given opportunity to lead the band.

6:30 ORIGINAL AMATEUR HOUR
Ted Mack emcees talent-variety.

7:00 SATURDAY NIGHT REVUE
Hoagy Carmichael with Paul Gilbert, Helen Halpin, Ricky Yerra and Gayla Peevy. Hoagy tells story of the writing of "Stardust."

8:00 BURNS AND ALLEN SHOW
Gracie thinks that joining the Army will help George sleep better at night so she arranges for a physical examination.

8:30 "DANGEROUS MILLIONS"
MOVIE — Story of high adventure in China. Six dangerous men are lured to seek a fortune in gold; but their chances of obtaining it depend on a carefully planned will and eight gold coins. Donna Drake and Kent Taylor star.

9:30 MARCH OF TIME—Film

9:55 BILL CARLSEN—Weather

10:00 DOORWAY TO DANGER
Agent Doug Carter (Stacy Harris) joins the ranks of the prisoners as he investigates an espionage ring supposedly operating out of Sing Sing.

10:30 WHAT IN THE WORLD—Science

11:00 BOSTON BLACKIE—Drama
Blackie learns of an "accidental robbery," when he stops an innocent but panicked young couple from becoming public enemies and from being charged with armed robbery and murder.

11:30 CITY HOSPITAL—Drama

12:00 LET'S LOOK AT THE NEWS

12:05 "MISSING CORPSE"
MOVIE — Newspaper publisher is neglected by his family until they suspect him of killing another publisher.

SUNDAY, SEPTEMBER 6

9:00 AMERICAN INVENTORY—Drama

9:30 WHAT'S YOUR TROUBLE?—Talk
Dr. & Mrs. Norman Vincent Peale.

9:45 CHRISTOPHER PROGRAM—Talk

10:00 CHURCH SERVICES

11:00 HANK THE HANDYMAN—Tips

11:30 BETTER LIVING TV THEATER

12:00 PAUL SKINNER—Reads Comics

12:30 ROY ROGERS SHOW—Western

1:00 DEATH VALLEY DAYS—Drama

1:30 G.E. THEATER—Drama
"The Cat With the Crimson Eyes." Murder mystery in Mexico City involving dangerous jewel thieves and their victims. Charles McGray.

2:00 MASQUERADE PARTY—Game
Douglas Edwards with Ilka Chase, Peter Donald, Buff Cobb and Ogden Nash.

2:30 YOU ASKED FOR IT—Requests
Art Baker presents viewers' requests.

3:00 Program Not Available

4:00 MEET THE PRESS—Discussion

4:30 FILM PROGRAM

5:30 MEDALLION THEATER—Drama
"Columbo Discovers Italy," starring Dane Clark. A young American shoemaker of Italian descent inherits a big hotel in Italy.

6:00 BIG PAYOFF—Quiz Game
Bess Myerson and Randy Merriman.

7:00 TV PLAYHOUSE—Drama
"Othello" by Wm. Shakespeare. Tragedy of the Moor of Venice, whose downfall was found in his jealousy and distrust of all who surrounded him.

8:00 TELENEWS WEEKLY—News

8:30 WHAT'S MY LINE—Quiz
John Daly moderates panel, Dorothy Kilgallen, Bennett Cerf, Steve Allen and Arlene Francis.

9:00 TV RECITAL HALL—Musical

9:30 BRAVES TV CLUBHOUSE

10:00 SUMMER THEATER—Drama
"The Gathering Night." After 12 years with the British army in the Sudan, an artist returns to recapture his youthful dreams. Martyn Green, Melville Cooper, Gaby Rodgers, Margaret Philips.

11:00 PLAINCLOTHESMAN—Drama
"A Pair Of Shoes." The Plainclothesman intervenes when a chronic alcoholic is clubbed to death in the squalor of skid row.

11:30 ROCKY KING—Mystery
"Final Curtain." When an aging actor dies in his apartment, the victim's false teeth provide the clue that puts Rocky on the trail.

12:00 NEWS HEADLINES

WTMJ-TV · Channel 4

Milwaukee, Wisconsin

Central Standard Time

BENSON
Mon. 6 P.M.

TOM
Tues. 4:30 P.M.

SWAYZE
Tues. 5:45 P.M.

MONDAY, SEPTEMBER 7

(Morning programs on page A-44)

12:00 DOUBLE OR NOTHING—Quiz

12:30 BILL CARLSEN—Weather

12:35 BOB HEISS—Interviews
Visitors and personalities from all walks of life, plus special demonstrations and features.

1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

1:30 NATIONAL SINGLES TENNIS CHAMPIONSHIPS

2:00 ON YOUR ACCOUNT—Variety
Win Elliot interviews.

2:30 LADIES' CHOICE—Variety
Johnny Dugan emcees the talent.

3:00 BEULAH DONOHUE—For Women
Sewing, travel, fashions, health, books.

3:30 HOWDY DOODY—Puppet Fun
Fun for kids with Clarabelle the clown.

4:00 GENE AUTRY—Western Adv.
Adventure tales with Gene.

4:30 FOREMAN TOM—Western Films
Western stories and comments.

5:00 SPORTS PICTURE—News

5:15 LET'S LOOK AT THE NEWS

5:25 BILL CARLSEN—Weather

5:30 BLUE ROOM ENSEMBLE—Music
Dinner music directed by Maurice Kipen.

5:45 JOHN C. SWAYZE—News

6:00 NAME THAT TUNE—Quiz
Red Benson emcees comedy-musical quiz with vocalist Vicki Mills. Cash prizes are awarded contestants who give the correct titles to songs.

6:30 Program Not Available

7:00 RACKET SQUAD—Drama
Reed Hadley as Captain Braddock clears a businessman who has been framed in a phony murder setup.

7:30 ROBERT MONTGOMERY—Drama
"Private Purkey's Private Peace." After VE day, a bunch of GI's draw up their own treaty of peace to submit to the Paris Peace Conference.

8:30 WHO SAID THAT?—Quote Quiz
Moderator Walter Kiernan with June Lockhart and Frank Conniff.

9:00 NAME'S THE SAME—Quiz
Robert Q. Lewis with Joan Alexander, Carl Reiner and Bill Stern.

9:30 LET'S LOOK AT THE NEWS

9:40 BILL CARLSEN—Weather

9:45 INDUSTRY ON PARADE—Film

10:00 TOMMY SHERIDAN—Musical
Songs by the Tommy Sheridan Trio.

10:30 BEAT THE CLOCK—Quiz Game
Bud Collyer emcees.

11:00 THE WEB—Mystery Drama
"The Cat With the Crimson Eyes." Murder in Mexico City involving dangerous jewel thieves and their victims. Charles McGray.

11:30 TOM MERCEIN SHOW—Variety

12:00 LET'S LOOK AT THE NEWS

TUESDAY, SEPTEMBER 8

(Morning programs on page A-44.)

12:00 I'LL BUY THAT—Panel
Mike Wallace emcees.

12:30 BILL CARLSEN—Weather

12:35 BOB HEISS—Interviews
Interviews and demonstrations.

1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

1:30 WELCOME TRAVELERS—Chats
Tommy Bartlett interviews visitors.

2:00 ON YOUR ACCOUNT—Variety
Interviews with Win Elliot.

2:30 LADIES' CHOICE—Variety
Johnny Dugan emcees talent.

3:00 BEULAH DONOHUE—For Women
Sewing, travel, fashions and health.

3:30 HOWDY DOODY SHOW
Bob Smith emcees the puppets.

4:00 MUSEUM EXPLORERS' CLUB
Presented in cooperation with the Milwaukee Public Library.

4:15 GRETCHEN COLNIK—For Ladies
Recipes and ideas for the kitchen.

4:30 FOREMAN TOM—Western Films

5:00 SPORTS PICTURE—News

5:15 LET'S LOOK AT THE NEWS

5:25 BILL CARLSEN—Weather

5:30 BLUE ROOM ENSEMBLE—Music
Directed by Maurice Kipen.

5:45 JOHN C. SWAYZE—News

6:00 MY SON JEEP—Comedy
Doc Allison almost finds himself heading a private banking institution when Jeep opens a special checking account.

6:30 WONDERFUL JOHN ACTON—Drama

7:00 FIRESIDE THEATER—Drama
"Bless The Man." Story of Dr. Crawford Long who discovered the use of ether in surgery. Bill Bishop, Joyce Holden, Jonathan Hale.

7:30 CIRCLE THEATER—Drama
"Two Prisoners." A liberated prisoner-of-war discovers that he must readjust his own thinking in order to resume his former way of life.

8:00 JUDGE FOR YOURSELF—Variety
Fred Allen emcees program combining the use of panels, talent and audience.

8:30 TRIANGLE THEATER—Drama

9:00 LIBERACE SHOW—Musical
Favorite piano melodies.

9:30 LET'S LOOK AT THE NEWS

9:40 BILL CARLSEN—Weather

9:45 WHERE AM I GOING—Quiz

10:00 DOUGLAS FAIRBANKS, JR.—Film
Dramatic presentation.

10:30 CHANCE OF A LIFETIME—Quiz
Dennis James emcees.

11:00 PLACE THE FACE—Quiz
Jack Smith emcees quiz game.

11:30 TOM MERCEIN SHOW—Variety
Musical films and commentary.

12:00 LET'S LOOK AT THE NEWS

DAVIS
Wed. 6 P.M.

GODFREY and SIMMS
Wed. 6:30 P.M.

NIGH and McVEY
Thurs. 10:30 P.M.

WEDNESDAY, SEPTEMBER 9

(Morning programs on page A-44.)

12:00 DOUBLE OR NOTHING
Bert Parks emcees the fun.

12:30 BILL CARLSEN—Weather

12:35 BOB HEISS—Interviews
Interviews and demonstrations.

1:00 BIG PAYOFF—Quiz For Men
Randy Merriman and Bess Myerson.

1:30 WELCOME TRAVELERS—Chats
Interviews with Tommy Bartlett.

2:00 ON YOUR ACCOUNT—Variety
Win Elliot interviews people with human interest stories to tell.

2:30 LADIES' CHOICE—Variety

3:00 BEULAH DONOHUE—For Women
Fashions, travel, sewing and health.

3:30 HOWDY DOODY—Puppet Fun
Bob Smith emcees the fun.

4:00 DANCE ME A STORY

4:15 YOUR LIBRARY STORY—Reviews

4:30 FOREMAN TOM—Western Films

5:00 SPORTS PICTURE—News

5:15 LET'S LOOK AT THE NEWS

5:25 BILL CARLSEN—Weather

5:30 BLUE ROOM ENSEMBLE—Music
Dinner music directed by Maurice Kipen with guest vocalists.

5:45 JOHN C. SWAYZE—News

6:00 I MARRIED JOAN—Comedy
Joan and Brad aid the waning romance of a sixteen-year-old visitor.

6:30 ARTHUR GODFREY—Variety

7:00 KRAFT THEATER—Drama
"Double In Ivory." A former child prodigy, trying to make a comeback, meets a child with talent comparable to hers and tries to save her from frustrations she knew. Beverly Whitney, Robert Pastene, Lee Remick, Joe Maross.

8:00 BOXING BOUTS—From St. Louis
Johnny Gonzalves vs. Henry Davis. (See Chicago program for details.)

8:45 MILWAUKEE NEWSREEL

9:00 STRIKE IT RICH—Quiz

9:30 LET'S LOOK AT THE NEWS

9:40 BILL CARLSEN—Weather

9:45 ADVENTURES IN SPORTS

10:00 SAY IT WITH MUSIC—Quiz
Ivor McLaren emcees the fun.

10:30 DRAGNET—Drama
Joe Friday combs the city for two little boys who have stolen five experimental rats from a laboratory, after the rats had been inoculated with pneumonic plague.

11:00 ARTHUR MURRAY PARTY
Guests: singing stars Don Cornell and Helen O'Connell, with dancer Joan Holloway and comedian Phil Foster.

11:30 TOM MERCEIN SHOW—Variety

12:00 LET'S LOOK AT THE NEWS

12:05 "RIOT SQUAD"
MOVIE—Young intern becomes special doctor to gang of racketeers. Richard Cromwell and John Miljan.

THURSDAY, SEPTEMBER 10

(Morning programs on page A-44.)

12:00 I'LL BUY THAT—Panel
Mike Wallace emcees.

12:30 BILL CARLSEN—Weather

12:35 BOB HEISS—Interviews
Visitors and personalities from all walks of life chat with Bob.

1:00 BIG PAYOFF—Quiz For Men

1:30 WELCOME TRAVELERS—Chats
Interviews with Tommy Bartlett.

2:00 ON YOUR ACCOUNT—Variety
Win Elliot interviews.

2:30 LADIES' CHOICE—Variety
Johnny Dugan emcees the talent.

3:00 BEULAH DONOHUE—For Women
Fashions, travel, sewing and health.

3:30 HOWDY DOODY—Puppets
Bob Smith emcees the fun.

4:00 LITTLE AMATEURS—Talent Time

4:15 GRETCHEN COLNIK—For Ladies
Recipes and ideas for the kitchen.

4:30 FOREMAN TOM—Western Songs

5:00 SPORTS PICTURE—News

5:15 LET'S LOOK AT THE NEWS

5:25 BILL CARLSEN—Weather

5:30 BLUE ROOM ENSEMBLE—Music
Dinner music directed by Maurice Kipen with guest vocalists.

5:45 JOHN C. SWAYZE—News

6:00 THE BEST OF GROUCHO—Quiz
Films of Groucho's most amusing shows.

7:00 VIDEO THEATER—Drama
"Second Meeting." A bitter vindictive man discovers that his hunting lodge partner's bride is the girl who jilted him ten years before.

7:30 BURNS AND ALLEN—Comedy
Gracie takes a train ride, offers an invitation to dinner, and ends up trying to stop a murder.

8:00 MARTIN KANE—Drama
Mark Stevens as Detective Kane.

8:30 FOREIGN INTRIGUE—Drama

9:00 THIS IS YOUR LIFE—Tale
Ralph Edwards surprises a well-known person with the story of his life.

9:30 LET'S LOOK AT THE NEWS

9:40 BILL CARLSEN—Weather

9:45 THE BIG PLAYBACK—Sports

10:00 BLIND DATE—Jan Murray
Jan arranges blind dates from letters.

10:30 BIG TOWN—Newspaper Drama
Jane Nigh and Pat McVey star in drama.

11:00 PRIVATE SECRETARY—Comedy
A fortune teller's prediction provides a pleasant surprise for Susie.

11:30 TOM MERCEIN SHOW—Variety
Musical films and commentary.

12:00 LET'S LOOK AT THE NEWS

12:05 "RUSTLERS OF DEVILS CANYON"
MOVIE—Red Ryder returns to his ranch at end of the Spanish-American war to find his territory overrun with rustlers. Allan Lane, Bobby Blake.

TRIPLE ENJOYMENT!

DEBUTING

September 1953

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
		1	2	3	4	5
(6)	(7)	(8)	9	10	11	12

SUNDAY (6)

EYE OPENER THEATRE

9:30 - 11:00 AM

MONDAY (7)

FRONT ROW THEATRE

7:30 - 9:00 PM

TUESDAY (8)

HOUR OF MYSTERY

7:00 - 8:00 PM

Sponsored by

CHRYSLER PLYMOUTH ON DEVON

Watch for TV's newest and finest entertainment on ABC

ABC Television Network

Reviews

MIRROR THEATER

PROGRAM OF THE WEEK

WHILE the TV networks deserve the beating they have taken this summer for their lack of creative originality, they also deserve credit for one phase of their programming operation. That's the revival of the live half-hour drama. Several good half-hour dramatic series have premiered during the summer and one of the better of these is *Revlon Mirror Theater* (NBC, Tuesday nights).

Show Going to Film

The hour-long dramatic shows have been rolling along smoothly through the year, but those of the half-hour genre have been forced to take a back seat to situation comedies and telefilm productions. *Mirror Theater* shifts later this month from NBC to CBS, when it will also be transformed into a telefilm show. Too often when a show changes from live to film, it deteriorates and it's hoped that this one doesn't suffer the same fate.

The *Mirror* show is produced by Donald Davis and Dorothy Mathews, who at one time handled production reins on *Studio One*. They have endowed their venture with top stars, the best in settings and some outstanding stories.

Scripts Are Varied

The series has traversed that span of drama from one extreme to the other. The initial show last June, for example, had Eddie Albert as a young traveling salesman rushing home after receiving a telegram that his wife was dying. It was suspenseful, gripping and exceedingly well done.

On subsequent shows, Darren McGavin and Felicia Montealegre co-starred in "The Enormous Radio," John Cheever's famous *New Yorker* story about a radio that could tune in on conversations in every apartment in a building. Another had Jackie Cooper and Peggy Ann Garner in a tale about a young man threatening suicide in order to draw attention to the sorry plight of our civilization. Each added a notch to TV's growing stature as a dramatic medium.

◀Darren McGavin and Felicia Montealegre in a scene from "The Enormous Radio."

Medallion Theater

MEDALLION THEATER (CBS, Saturday nights), has come up with some fine TV drama from time to time, but has come down with some programs which should never have been permitted past the story editor's desk.

Why this happens is difficult to determine. It's probable that, as occurs too often, a story or play that reads well or looks fine on paper simply doesn't come off when transferred to the TV screen. In such cases, the producers might rate a bow for trying to accomplish something new, but they also deserve a round of demerits for being unable to spot such stories before it is too late.

William Spier produces the *Medallion* series. He has to his credit such previous programs as *Omnibus*, on which he served last year as executive producer. The generally good work he did on *Omnibus* was reflected in such *Medallion* productions as "The Decision of Arrowsmith," which starred Henry Fonda, and "The Man Who Liked Dickens," starring Claude Rains.

Perhaps Spier should concentrate on adapting segments of famous books (the "Arrowsmith" show was taken from Sinclair Lewis' bestseller and the "Dickens" program was adapted from an episode in an Evelyn Waugh novel). When he tries something new and different, he doesn't make it. His recent production of "Mrs. Union Station," a purported farce starring June Havoc and Scott McKay, was a striking example of innocuous fluff and boring TV.

The *Medallion* series obviously has been provided with a budget high enough to afford the top name stars, production backgrounds, etc. The camera work, lighting and other technical factors of production have been consistently good. But the show's ups and downs are frequently too extreme for comfort.

A winning team: *l. to r.*, Ralph Nelson, director; Henry Fonda; William Spier, producer.

Do the Youngsters have the Answers?

'JUVENILE JURY' SOLVES SOME TOUGH CASES

SEVEN years ago a couple of enterprising chaps named Jack Barry and Dan Enright corralled some extroverted youngsters and put them on a radio show called *Juvenile Jury*. The format was simple: confront the moppets with the problems of other children. Then let their whimsical little minds take wing. No scripts. No rehearsal. No temperamental outbursts by the stars.

Panel Never Runs Dry

Since then, Messrs. Barry and Enright have been making a healthy living from their pint-sized panelists. The kids have yet to run out of bright, sometimes disarmingly clever, things to say. Billed as average American children, the moppets—like drugstore philosophers—will sound off on practically any subject. Here's a roundup of some cases they've sought to solve:

The Case of the Diabolical Water Pistol: A troubled mother wrote that her three-year-old son once saw a lady throw water at a cat. In explaining the cat was a pest, the youngster remembered his mother calling the landlord a pest also. Result: the landlord was a continual target for Junior's water pistol whenever he came near the house.

Some Views on Money

Elberta Fiderer (6½): "If the landlord gets the rent when he comes to your house, he shouldn't mind if he gets a little wet. Money is money—even if he does have to wring it out."

Richard Goodall (10): "Maybe her son thinks if the landlord gets all wet, he'd have to come in your house and stay overnight—then he'd have to pay you rent."

Mai-Lan Rogoff (7): "Well, even if he did hear you say people are pests sometimes, he shouldn't get water all over them like that—he should let his mother fight her own battles."

David Gordon (6): "Maybe the first

The faces tell the story as *Jury* members take up a night's problem

couple of times that happened, the man might think it was an accident—but if it keeps up, he's gonna wonder how come her son's aim is so good."

Brenda Saunders (5): "Somebody should give the man a towel . . ."

The Case of the Kissing Canine: "My parents say I shouldn't let my dog kiss me. But when I don't want to kiss my relatives, they say I should because that's different. I don't think it's fair. My dog's in the family, too."

Just Not Their Type

David: "Well, maybe the boy just thinks more of his dog than the mother and father do and that's why he likes to kiss him. But then, maybe the dog just isn't his parents' type . . ."

Richard: "There are some dogs I'd rather not kiss—and I guess there are a couple of people I feel that way about, too."

Elberta: "I don't see why the parents should mind if the dog kisses the boy—at least he doesn't try to hug him."

Brenda: "The boy shouldn't let the dog kiss his mother. She has make-up on her face—and it might make the doggie sick."

The Case of the Incorrigible Early Bird: "My little girl wakes up very early every morning so she won't be late for school. But school is only two blocks away and she awakes the whole family, then arrives at school so early she has to sit on the steps and wait for the doors to open."

Richard: "Well, there's one good thing about her getting up so early—the rest of the family won't have to get in line for the bathroom."

Time for a Long Walk

Mai-Lan: "Instead of keeping everyone else awake, why doesn't she go out and walk around the block a few thousand times?"

Elberta: "Her teacher must be Gregory Peck, or something . . ."

David: "Maybe she gets ready fast and early now—but wait till she gets older. Wait till she starts putting lipstick on and wearing a girdle."

Barry and Enright, who seem to have cornered the age market (they also produce *Wisdom of the Ages, Life Begins at 80* and *Oh, Baby!*) look principally for kids who aren't afraid to speak their minds. This was rather conclusively pointed up recently when a six-year-old appeared as a guest on *Juvenile Jury*. After reeling off the commercial during which he took a couple of swigs of the sponsor's health tonic, Barry approached the youngster for an interview. The tyke eyed Jack suspiciously, sniffed the surrounding air, then piped in an accusing soprano, "Have you been drinking?"

'Life Is Better After 30'

Lilli Palmer's porcelains are among her favorite art objects.

LILLI PALMER PROVES IT WITH WIT AND CHARM

WHEN LILLI PALMER was a 16-year-old school girl in her native Germany, she bribed her younger sister, Hilde, with bars of chocolate to read the love story of *Tristram and Isolde* to the tear-stained end, because "it has an unhappy ending."

Still a realist, she nowadays allows her nine-year-old son, Carey, to read comics, provided he also reads children's classics.

For this, she has been called a cultural martinet. Her husband reputedly has said, "She isn't interested in anyone who's been dead less than 300 years." And her best friend insists, "She's the most vital person I've ever known."

Although a star of stage and screen before TV, Lilli Palmer was noted primarily as being the wife of Rex Harrison. In the last year and a half, she has made a name for herself on TV as a charming and witty woman who talks to viewers as though each is an intelligent individual with a sense of humor. She's also noted, although not always loved, for saying whatever pops into her mind.

In her first 15 minutes on TV, during which she wore a subdued, high-necked dress, recited a poem by the Greek poet, Euripides, chatted about the British theater with Actress Pamela Brown, and sang *Auf Weidersehen*, she set a high for TV and had the critics raving.

Lilli not only is refreshing, but well-read, well-informed and well-put-together. She speaks three lan-

guages fluently and is learning a fourth. She runs two households, one in New York or London, depending upon theater commitments, and one in Porto Fino, Italy.

She raises a son, caters to a matinee-idol husband who "rules the roost," a fact which she loves, co-stars with him in the theater and writes her own TV scripts. Somehow, she also finds time to paint beautifully.

So strong a personality as Lilli's would seem at odds in a marriage to a stage and screen idol, who like most idols, lives for his work. But for Lilli, it is very simple.

Her parents had one of those rare marriages built upon a deep and devoted love. "While growing up, Lilli never knew there could be anything but sheer happiness in marriage," one old family friend says. Lilli confirms this with, "My mother loves all her children. But she always said that if she were ever put to a test and she could save only one member of her family, it would be our father."

Father Was Surgeon

Her father was Dr. Alfred Peiser, one of the great surgeons of pre-war Germany. "We grew up in a household ruled by a man who was on intimate terms with death," Lilli says. "He wanted me to be a surgeon, too. That was a mistake. But all of us saw people through his eyes . . . truly naked. I was reduced to a philosophy that could not tolerate phoniness."

More than anything else, this has set Lilli's pattern for living. She's a no-nonsense woman, completely candid, completely without patience for fools or bores.

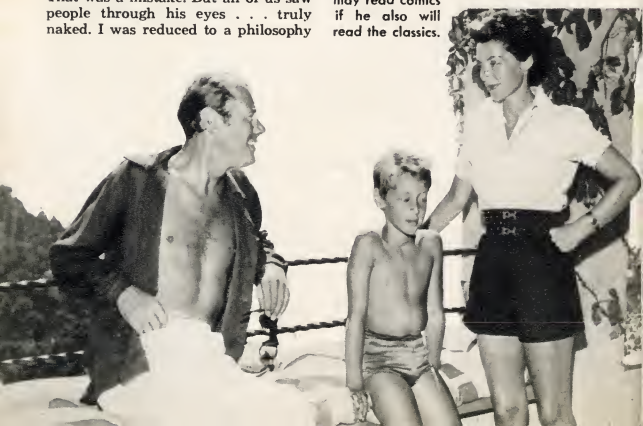
She's 38 years old, admits it freely, doesn't look it and can't understand why we place so much emphasis on youth. A romanticist, she believes the greatest deed of gallantry and love of our time was Edward VIII's abdication of the British throne for Wally Simpson. "Think," she adds. "Did he do this for a 17-year-old Goldilocks? No! It was for a woman in her 40's."

Doesn't Feel Old

Lilli, a true European, who has lived in Italy, France and England after leaving her homeland, believes that "life is better after 30. You're more relaxed and you know more about what you want." She also says, "I keep asking my mother, 'when does it happen . . . when do you begin to feel old?'"

Her mother, who is past 70 and appears 55, travels from America to England yearly. She attends lectures, concerts and museums daily, and is currently studying English at

The Harrison family: Carey may read comics if he also will read the classics.



Columbia University. Her answer to Lilli's question is that it hasn't happened to her.

People who know Lilli intimately believe that she would be a great success at anything she chose. Lilli laughs at this, saying, "I know I would be a dismal failure at anything that requires the tactful, diplomatic handling of people."

Won't Allow Imperfection

Her drive is tremendous and she won't stand for imperfection. On set, she's all business, never wastes time with idle talk. Her entire TV series was shot at the rate of two a day. After the series was sold to a sponsor, Conti requested six commercials. Lilli was then in Boston rehearsing for the pre-Broadway tryout of *Love of Four Colonels*. At 9:30 P.M. Saturday, she wrote the commercials, took a morning plane into New York and was at the studio at 8:30 A.M.

Her cameraman, George Stoetzel, says, "Lilli read through the dialogue once and we started shooting. I figured six commercials would take us past midnight. It went one, two, three. We were through by 1:30 P.M."

Lilli also has a tremendous sense of responsibility. One time, a friend who knew she was ill, called her at 10 A.M. It was the morning after a matinee and she expected to find her in bed. The maid told her that Mrs. Harrison had left for her Italian lesson. Later, when Lilli was asked why she kept the appointment, she said, "I had to. My teacher expected me."

Became Head of Family

At 19, Lilli headed a family. She made the decision to bring her mother and younger sister out of Hitler's Germany and then worked to bring them to England. The previous year, Lilli and her older sister, Irene, had left their homeland.

Out of deference to her father's position, the Nazis left her family alone. Her father, a sensitive man, began making the rounds of the cellars, trying to patch up the bodies of victims the Nazis had left behind. Sometimes he'd find his best friends there . . . beyond help. He died of a heart attack.

Lilli during filming of her TV program: staff says she has 'tremendous drive.'

"Somebody had to become the head of the family," her sister, Hilde, says, "and Lilli just naturally took over."

She has a driving ambition aimed at achievement — for the sake of achievement. She believes fame and glamor to be nonsense. Her producer, Charles Kebbe, says, "Lilli has no fear. Whatever she wants, she works for, and she gets." She knows no other way. Lilli says, "As a child, the harder I worked, the more I enjoyed my holidays. If I had an eternal holiday, I wouldn't know I was having one." As an adult, she feels the same.

Lilli says she's enjoyed doing TV most, because "It's all my own. And it's about the books I love so much." She hopes she isn't considered a "high-falutin' intellectual," a type she finds tiresome in the extreme. But she's sure she'd be the first to know if she ever became boring. "If I was, I'd bore myself."

There seems to be little danger that the intelligent and vibrant Lilli would ever be a bore to anyone.

—*Katherine Pedell.*

There's No Accounting for TV Tastes

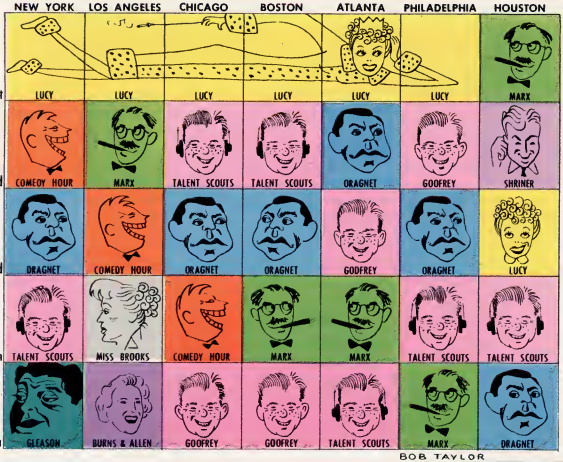
HOW DO YOURS COMPARE WITH THE NATION'S?

ARTHUR GODFREY, whose TV programs rank near the top around the country, has never been able to crack the top 15 in Los Angeles. And *I Love Lucy*, No. 1 show nationally and in most cities, is third in Houston, rating behind Groucho Marx and Herb Shriner.

Godfrey and *Lucy* prove the Nation's TV tastes are not unanimous. There are other illustrations:

The Lone Ranger is sixth in Atlanta, drawing more viewers than *Comedy Hour*. During May, when Milton Berle's *Star Theater* had tumbled in most cities, Atlanta viewers kept it in 10th place on an American Research Bureau poll. In the Minneapolis-St. Paul area, a local wrestling show is in fifth position.

There are many reasons why some



BOB TAYLOR

The Second Five: NEW YORK: 6, Godfrey and Friends; 7, TV Playhouse; 8, Marx; 9, What's My Line?; 10, Ralph Edwards. ● **LOS ANGELES:** 6, Dragnet; 7, Lawrence Welk; 8, Joan Davis; 9, What's My Line?; 10, Ralph Edwards. ● **CHICAGO:** 6, Eve Arden; 7, Jackie Gleason; 8, What's My Line?; 9, Hit Parade; 10, Ralph Edwards. ● **BOSTON:** 6, TV Playhouse; 7, Ford Theater; 8, Eve Arden; 9, Fireside Theater; 10, Comedy Hour. ● **ATLANTA:** 6, Strike It Rich and Lone Ranger, tied; 8, What's My Line? and T-Men, tied; 10, Star Theater. ● **PHILA.:** 6, Gleason; 7, Comedy Hour; 8, What's My Line?; 9, T-Men; 10, Fireside. ● **HOUSTON:** 6, Life of Riley; 7, I Am The Law; 8, Art Baker; 9, What's My Line?; 10, Wrestling.

TV programs are more popular in one section of the country than in others. Differences in tastes may explain why wrestling is well liked in Houston and the Twin Cities, or why *Your Show of Shows* during May hit the top 10 list only in Washington, D. C. By the same token, cowboy movies and the *Ma and Pa Kettle* films may never play Broadway movie palaces, yet are favored by movie-goers in many sections.

It's believed that Godfrey never won the popularity in Los Angeles that he has elsewhere because of that city's emphasis on Hollywood. The five most popular TV programs in Los Angeles either originate there, or star Hollywood personalities. It's significant that Hooper shows Red Skelton as 10th in Los Angeles but not in the top 15 in other cities.

WHAT THE CHART SHOWS:

Poll-takers find that all sections of the country don't like the same shows. Lucy is tops in most cities, but only third in Houston. Godfrey, very big everywhere else, isn't so big in Los Angeles. Chart shows how the top five programs shape up in seven cities. Second five are listed below.

"Godfrey was never able to get off the ground on the West Coast even in radio," one network executive said. "It's like a closed corporation out there. Maybe Arthur should take a trip to Los Angeles and cultivate the people by buying a ranch there or making a feature movie."

Perhaps the main reason for the differences in the Nation's TV tastes, however, is that many still have only one or two TV channels.

In those cities it's obviously impossible for all programs to be seen at the same time they are telecast from New York or Hollywood. That means they must be seen via kinescope recordings, and in some cities viewers apparently prefer to watch even a bad live show rather than a good show on kinescope.

In a city with only two TV stations where one has the Berle show Tuesdays, the other may play another big network program via kinescope at the same time. And that second show will not get as high a rating opposite Uncle Miltie as it might if played against softer competition.

Lot Depends on Timing

The difference in time zones around the country also enters into the picture. The morning *Arthur Godfrey Time* originates in New York at 10 A.M. If the show went live to Los Angeles at that hour, it would be seen there at 7 A.M. (Pacific time), when it obviously would have little chance of gaining an audience.

The program, as a result, is recorded on kinescope film when it gets to Los Angeles. The kinescope is held until 2:30 P.M., when the Los Angeles station telecasts it. And then, Los Angeles viewers apparently would rather watch other programs presented by local stations.

The factor of local programs whose popularity is strong enough to withstand the competition of big network shows is also a factor in the rating differences. Again taking Los Angeles as an example, Jackie Gleason's show draws only one-third of the total TV audience. *Hometown Jamboree*, according to an ARB report, gets at least half the audience, although seen only in Los Angeles. The *Spade Cooley* show, also local, provides more stiff competition for Jackie.

Tough Competition

In Cleveland, ARB showed that both the Berle show and *Our Miss Brooks*, popular all season in that city, lost half their rating when scheduled opposite telecasts of baseball games.

Generally, programs which draw the largest ratings nationally are also favored city-by-city. As of last season those shows included *Lucy, Dragnet, You Bet Your Life, Talent Scouts, Godfrey and Friends, Comedy Hour, Our Miss Brooks*, Jackie Gleason and Red Buttons.

A FAN used to be something used in hot weather for cooling purposes. Now it is a "conversation piece" in a girl's wardrobe.

Some of the most popular fans are the plain paper ones which can be bought any place and on which you can paint, write with pen and ink or even use a pencil.

Among some of the amusing things we have seen on the fans of the young actresses are their names, addresses and telephone numbers in their own handwriting, or their favorite quotation or expression.

One young actress fastens a pencil and eraser on the edge of her fan and uses it to write notes on when on a sound stage. For evening wear fans are more elaborate—lace, silk, tulle, sometimes glitter fans—with a fresh flower pinned to the outside spoke—a gardenia, a small orchid or a fresh rose.

Incidentally, all of these evening fan ideas were used by your grandmothers.

If you like to use scissors and paste, it is very easy to cover the fans with the fabric of your summer dresses—organdy, gingham or denim for beach fans. If that is too much work, tie bows of the dress fabric to the fan.

The most unusual of all are the fans of young artists. Since everybody nowadays paints or draws, everything from landscapes and self-portraits to finger-painting may be found on fans of this group.

Edith Head

FASHION DESIGNER FOR PARAMOUNT PICTURES

SPORTS

Godfrey Goes From Tea Bags To Feed Bags

IT is betraying no confidence to observe that wealth affects different people in different ways. America's newest kings of finance, the unspeakably opulent demigods of radio, cinema and television, react to riches according to individual bent. Some dabble in oil or frozen orange juice; some take up hobbies such as blondes or marijuana; some rush off to Puerto Rico to escape the income tax.

Mr. Arthur Godfrey, a major deity, has struck upon a simpler scheme. He is buying race horses. If he keeps it up, he should be relieved of all income tax problems shortly.

Godfrey began by outbidding the Vanderbilts and Whitneys (which is not necessarily difficult) and Mrs. Elizabeth Arden (which frequently is impossible) for a yearling son of Case Ace. He paid $30,400 at the Saratoga auctions. This doesn't match the record of $117,600 which the Gaekwar of Baroda paid for a baby brother of an Epsom Derby winner, or the $66,000 that the late William Helis gave for a house pet named Pericles, but it is more than most men spend for ukeleles and similar playthings.

Venturing into the livery stable set, Godfrey is following a path beaten by many of his brothers-under-the-pancake. Bing Crosby raced a string of horses that lost so often it took a double shift of gagwriters to create bad jokes about them. The gifted Don Ameche never exhibited a greater talent than his steed, Sir Bim, had for running behind critters named Icangetit, Joe's Choice, Ercard, Best Effort and Free For All.

Fred Astaire was campaigning modestly until he came up with a thing called Triplicate, which had the bad taste to win an immodest quarter-million. Al Jolson was a noted, if not notably successful, patron of the turf.

Thus Godfrey joins an admirable company. He plans to build a stable to be trained by Mr. Morris H. Dixon, who started out as an amateur steeplechase rider. Jumping-horse riders inevitably get dropped on their heads; nothing could fit them better for the job of handling an actor's horses.

It seems unlikely that the job of handling his new owner will create any grave problems for Mr. Dixon, for he had experience with the artistic temperament when he handled Native Dancer's willful parent, Polynesian.

Polynesian could run a hole in the wind, but he would not work. When he won, which he did often, he won on class rather than condition, because it was almost impossible to get him entirely fit. Mr. Dixon, trying as all good trainers do to understand how a horse thinks, struck on a stratagem.

One morning he dressed Polynesian's exercise boy in silks and sent the colt out with other horses whose riders also wore racing colors. They broke from the gate, as in a regular race, and Polynesian responded with the best workout of his life. At the finish he turned his head and gazed at the empty stands. He never fell for that dodge again.

focus

Want to bring the whole world of television into better focus? Want to find out more about your favorite shows and stars, people behind the scenes, TV's plans for the future? Then get a *subscription* to TV GUIDE, the TV magazine more and more people are enjoying every week!

It's a good idea to *make sure* you get *your* copy. Have it mailed to your home. That way it comes right on time . . . and *you* save money! See the order form inside. Send it in today!

It's so nice to have a guide around the house

TV GUIDE

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org